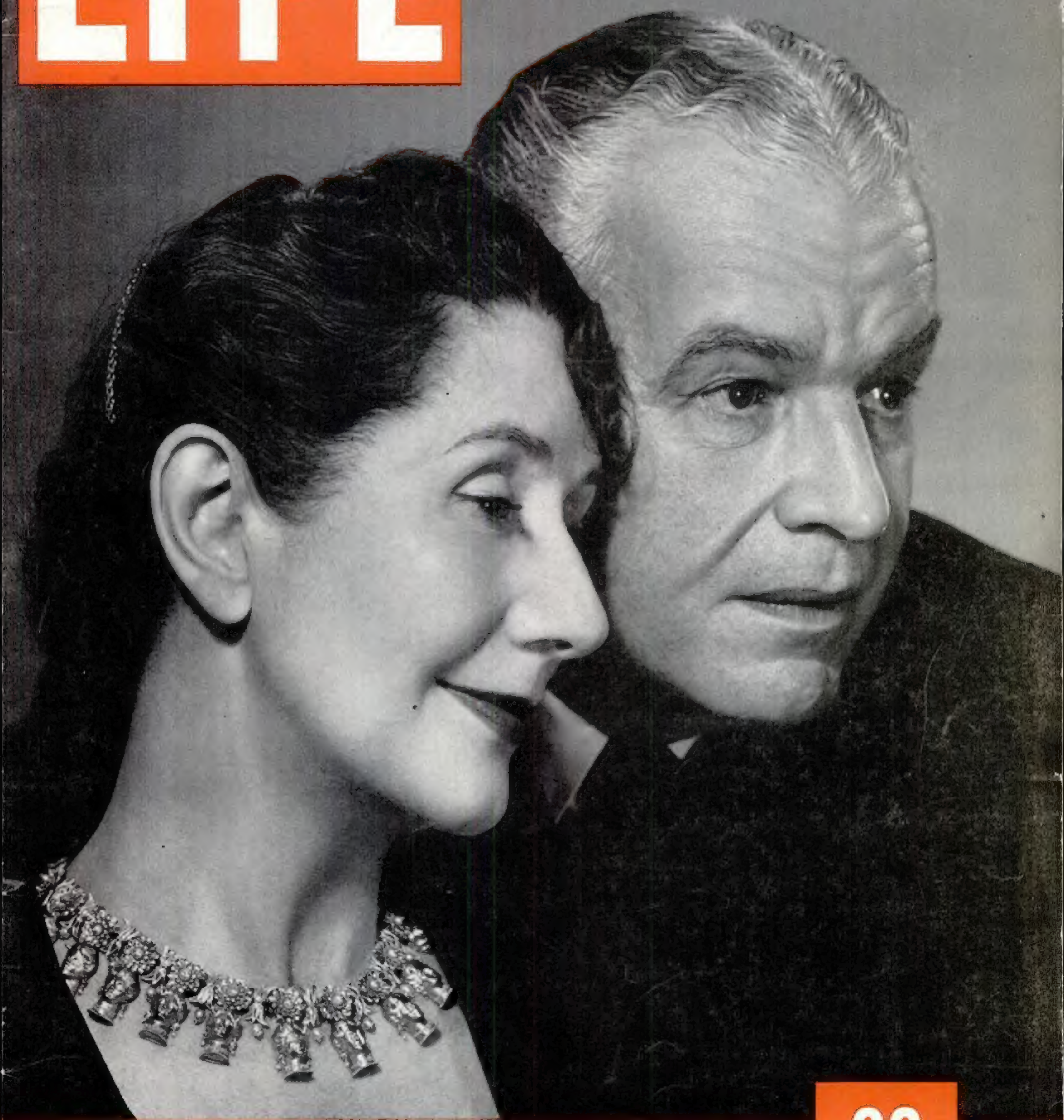


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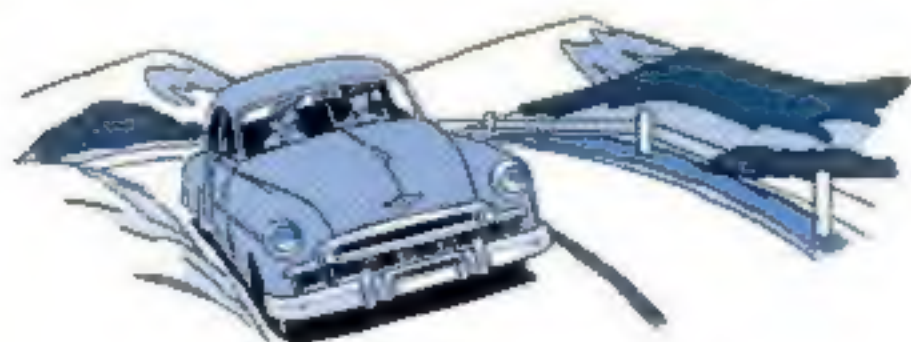
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LIFE'S REPORTS



HICKMAN WATCHES HIS UNDERSIZED TEAM AND WASTES AWAY WORRYING

HAPLESS HERMAN

Frustration is reducing Yale's Coach Hickman to the puny proportions of his football players

by ERNEST HAVEMANN

Herman Hickman, who is in his second year of coaching football at Yale University, weighs 293 pounds. This in itself is a sad commentary on the coaching profession, for Hickman, considering his appetite, his bone structure and his thyroid gland, would easily go over 300 pounds if he could lead a life free from worry. He is just naturally a big fat fellow and in his present condition—the result of being in the middle of a tough season, with a squad beset by the usual troubles and a few that seem to have been invented especially to plague Yale—he is merely a shadow of his normal self.

This is by no means unusual in Hickman's business. Most coaches are haggard and unhappy-looking (p. 14); they have a tendency to develop ulcers, tics, premature baldness, unpleasant dispositions and domestic difficulties. The only happy coach is the undefeated coach, and the undefeated coach is as rare as the roc.

In the current season Hickman has been one of the most sorely beset coaches in all football history. Right after his first game, a breather which Yale won from Connecticut by 26 to 0, three Yale students, including a fullback, came down with polio. For a time there was a real scare on the Yale campus, centering mostly around the football squad. The Oct. 1 game with Fordham was canceled. The quarterback of the defense platoon, who had been a roommate to one of the ailing boys, was forbidden even to take a long walk to keep his muscles in shape. Every player had to have his temperature taken before practice and afterward. For 10 days the squad was forbidden to indulge in any kind of bodily contact, which is the soul of a football game and the preparation therefor. Hickman tried to keep up his own courage and the squad's by telling his players, "Fellows, maybe it's a blessing in disguise. If

CONTINUED ON PAGE 8

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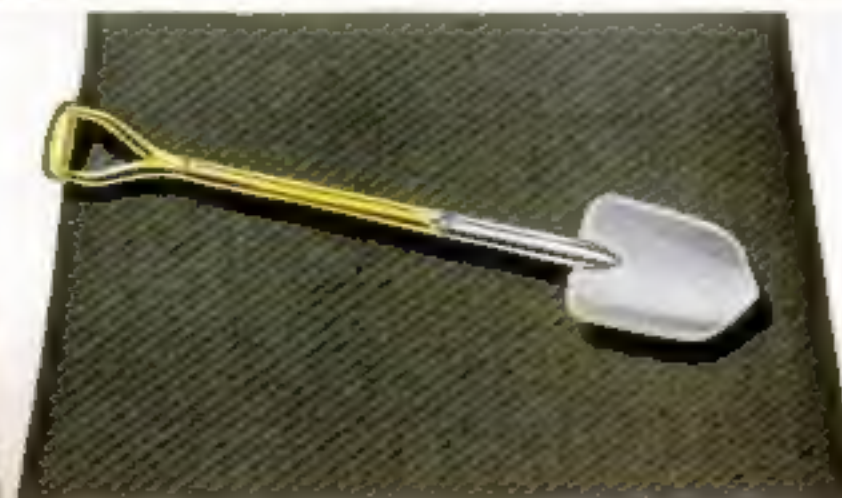
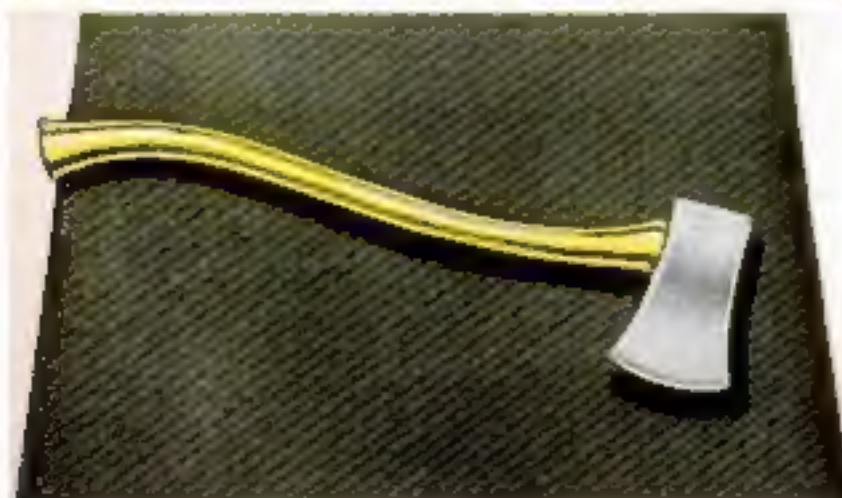
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ON TELEVISION Hickman explains system. Players are stooges.

LIFE'S REPORTS CONTINUED

we can't rough each other up in practice we can't get hurt. If we ever get to play another game, and if rest will fix us up, we're in." The players agreed and took to running around the field and doing setting-up exercises with real determination. Then one afternoon the first-string center, Winnie Lovejoy, fell to the ground while he was jogging along at least 50 feet from the nearest human being. Next day somebody at the Yale infirmary called Hickman and said, "Lovejoy pulled a muscle in his leg. He won't be able to play for at least a month." Hickman was on the verge of sitting down and crying until he remembered that such accidents are by no means rare in the life of a coach. Last season he lost a star end when the young man reached down to the locker-room floor, lifted a little old 6-pound laundry bag and sprained his back.

The polio scare was over by the afternoon of Oct. 8 and the Yale team was back in business, playing Columbia University in New York City. In what one school of sportswriting likes to call an inspired disdain for adversity Yale won, 33-7. The following week's opponent was Cornell, last year's Ivy League champion and the favorite to repeat. From the kick-off everything went wrong and the final score was Cornell 48, Yale 14. All dreams of a title had faded into one of Yale's worst defeats in history.

Fortunately for Hickman he can be very objective at times like that. His intelligence quotient is one of the highest in his business and his tastes run toward philosophy and highbrow literature; he even writes a little poetry of his own. As a youth, in fact, he was a little too smart and precocious to get the maximum mileage out of his own college football career. Having skipped a few grades, he was only 19 when he began his senior year as a guard for Tennessee and was still a few years away from his peak maturity, strength and heft. Nevertheless he opened up several hundred holes in opposition lines and was named to Grantland Rice's

CONTINUED ON PAGE 1

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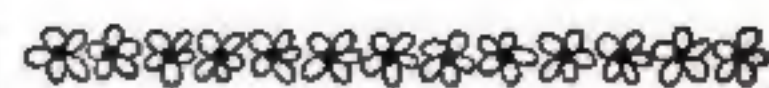
LIFE'S REPORTS CONTINUED

All-America team. No one knows what he would have done if he had waited for his full growth, but it probably would have been murder.

As a tyro coach, hired by North Carolina State to teach line play, Hickman was also just a little too smart for his own good. North Carolina State's big game is with Wake Forest College, a rival educational institution just 17 miles away. In 1939 Hickman figured that the Wake Forest boys were obviously superior and that desperate measures were called for. He sat down one night in his room and wrote a couple of dozen letters. The first one was addressed to North Carolina State's quarterback and read, "I hope you're not too yellow to show up for the game Saturday. It is my personal ambition to break both of your legs. Signed, Wake Forest Player." The next was addressed to State's right halfback and read, "I hope you realize that if you make one good move in the game next Saturday, my dormitory mates and I are going to catch you up an alley and remove your teeth. Signed, Wake Forest Student."

In the same vein Hickman continued writing anonymous notes to his entire first-string eleven, the second team and just as many scrubs as might possibly get into the game. Then he put the letters in envelopes, drove over to Wake Forest and mailed them. They arrived next day on the North Carolina State campus, looking so completely legitimate that nobody ever caught on. The whole team was aroused—but in a way that Hickman, not realizing his own literary strength, hardly expected. "Right then," he recalls, "is when I learned the power of the written word. When the game came up my team was scared as hell and Wake Forest beat us, 32-0. Just goes to show that psychology isn't everything."

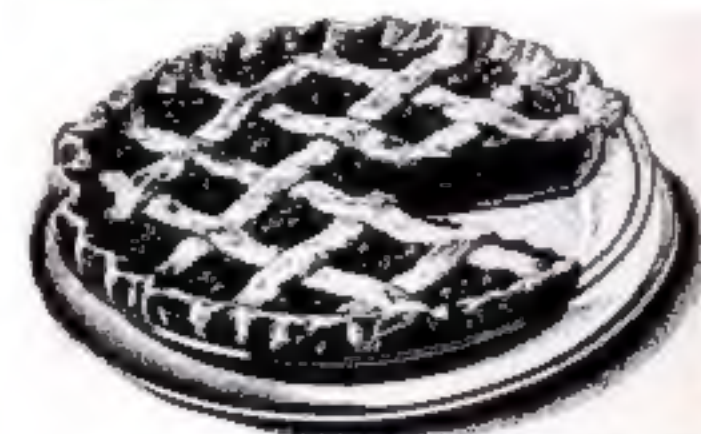
When Hickman started his career at Yale last season he enjoyed a number of special distinctions. He was one of the youngest (36) coaches at a big university. He was also by far the heaviest. He was the first barefoot boy from the South to crash the Ivy League and was also one of the few coaches in modern-day America who had to field a team of utter amateurs. It is a great tribute to the purity of football in the Ivy League that Coach Hickman inherited a first-string line that averaged only about 185 pounds from end to end—and this in a game where a 200-pound tackle is now considered skinny. One day he christened his linemen The Seven Dwarfs, and the next day, catching some of the jollity of their new coach, they appeared for practice with the numbers re-



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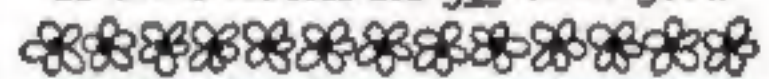
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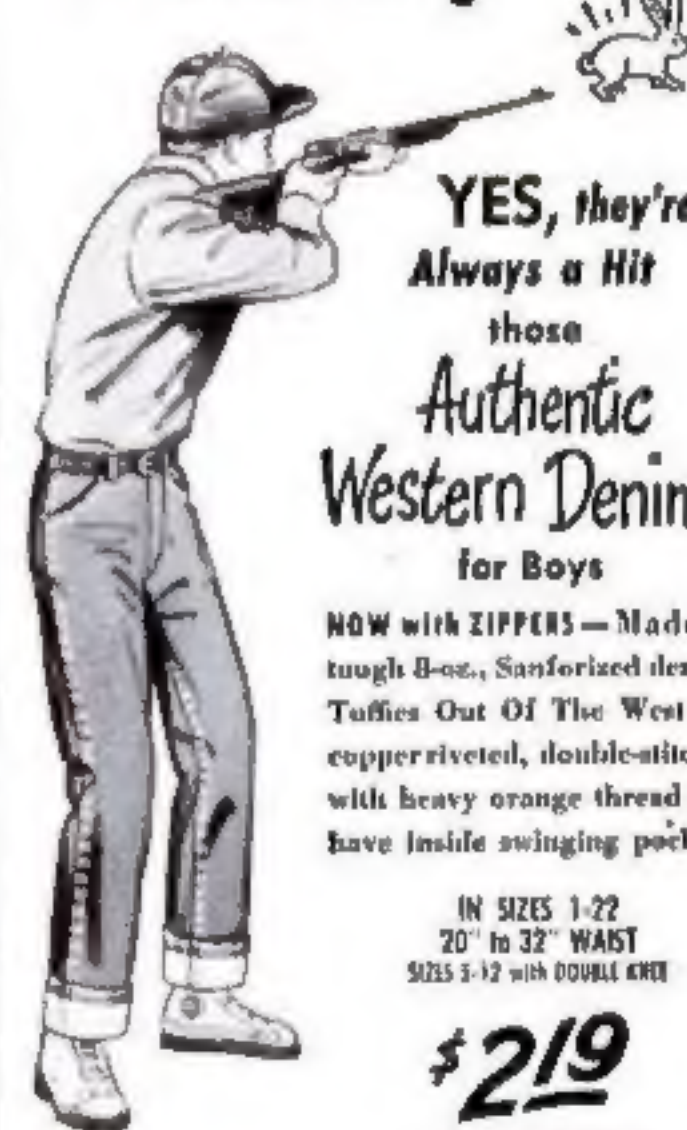
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CONTINUED ON PAGE 11



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SOUP solaces Coach Hickman, who likes to cook, also composes poetry.

LIFE'S REPORTS CONTINUED

moved from their jerseys and replaced by such legends as HAPPY, CRUMPY and DOPEY. Hickman was so touched that he got tears in his eyes and murmured, "Boys if I could only give you a little of my thyroid!"

Yet it is really true that a good coach who is loved by his players can inspire them to rise beyond their physical limitations. At the start of the 1948 season the Yale team was all set to give trouble to any opponent on the schedule. Then came the period which is known around the Yale athletic department as the Ten Black Days. The best of the three experienced ends reached for his laundry bag and went off to the hospital. Another end broke his hand. Another end hurt his knee. The line coaches worked overtime trying to turn an assortment of backs, guards and tackles into ends in time for the next game—and then the most promising substitute went to chemistry lab on Friday afternoon and had some acid splashed in his eyes. The first-string left tackle got an attack of acute appendicitis, was wheeled off to the operating room and was out for the season. Yale won four games but lost five big ones—to Vanderbilt, Dartmouth, Columbia, Princeton and Harvard.

When winter came Hickman had a lot of explaining to do. Thanks to his oratorical talents, he was almost able to convince his lecture audiences that he had planned it all that way. "My aim," he said, "is to keep the alumni sullen but not mutinous. There were a couple of times back there when I was real worried; I was afraid my team would make too good a record for me the first year. We went into the last periods leading both Harvard and Princeton—but I gathered the boys around me and said, 'Fellows, how about losing this one for old Herman?' Bless 'em, they obliged."

The 1949 season, of course, would be different. For one thing there was Jim Fuchs, a backfield man whom Hickman regards as the greatest collegiate football

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For far finer reception, for greater value, see the new Series "G" General Electric Daylight Television! You get amazing Automatic Sound—the best picture automatically brings you best sound—and other great new features! 12½" tube, Model 821. Genuine mahogany veneered cabinet. Ask your G-E television dealer about his special Consolelette Ensemble offer. Model 821 only **\$269⁹⁵***

NEW SERIES "G"—4 GREAT FEATURES

1. G-E Daylight Television—at least 80% brighter than ordinary television under the same conditions — recommended by eye specialists.

2. Automatic Sound. Just tune best picture—the sound is right

every time. You enjoy uni-fidelity of sound and picture even in fringe areas.

3. No drift effect.

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*Plus tax, installation. Prices slightly higher West and South—subject to change without notice. See and hear the General Electric Fred Waring show on television—CBS-TV network, Sundays, 9 PM, EST.



LIFE'S REPORTS CONTINUED

player now alive. All through his junior year, however, Fuchs had been practically immobilized by sprained ankles, head colds, sore throats, trick knees, headaches, backaches, dislocated shoulders and mysterious infections which baffled the best brains in the Yale medical department. During the dull days last summer Hickman gloated to a friend, "Brother, this boy Fuchs has had all the bad luck that one fellow can have. For the 1949 season he's accident-proof."

On Sept. 1, when the fall training season began, Fuchs acquired a bad case of foot blisters. When he got up and around again he went into his first scrimmage and aggravated an old arch injury. In the next five weeks he made 15 separate appearances at the Yale infirmary, for everything from a bruised heel to a scalp wound. "What a guy," Hickman has commented in tones of sorrowful admiration. "His record down at the hospital looks like a research project."

When things look worst for a coach he can always daydream about all those wonderful high school football players around the country, growing bigger and stronger by the day, and pin his hopes on the years to come. Unfortunately for Hickman about all he can do is dream. Last summer while he was taking a brief vacation fishing and reading poetry in Virginia, a friend asked him, "How come you're not out beating the bushes and the coal fields for some new players?" Hickman looked at him sadly and said, "In the Ivy League we don't give any football scholarships and a coach isn't supposed to get in touch with a high school player—isn't even supposed to ask him the time of day, mind you—unless the player makes the first move. You're laughing, aren't you? Well, I laughed too, when I first heard about all this. But it's really true."

About all that Hickman could do was rush for his morning mail and pray that it would be full of inquiries from 10-second half-backs in Illinois and 250-pound linemen in Idaho. At one point, he has admitted to close friends, he resorted to mental telepathy. He would sit at his desk, close his eyes and say over and over, "Come on, fellows, just write to me. All letters given prompt attention. Reply guaranteed in 24 hours. Just drop a little old postcard in the box—Herman Hickman, Ray Tompkins House, Yale University, New Haven, Conn. What can you lose? What can I lose?" The results were disappointing.

Nevertheless Yale, being a real good university, always attracts a big freshman class and



NEVER SOLD IN BULK!
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The whole world
sleeps on a Beautyrest®
...or wants to!



Another quality product from
the House of SIMMONS...
the greatest name in sleep

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CONTINUED ON PAGE 14

GUARD AGAINST THROAT-SCRATCH

enjoy smooth smoking

PALL MALL's

greater length of fine tobaccos
travels the smoke further...

**filters the smoke
and makes it mild**



PUFF BY PUFF... YOU'RE ALWAYS AHEAD

Take 5 puffs

or 10...

or 17...

when you smoke

PALL MALL

Puff by Puff



You're Always Ahead

Study the puff chart! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobaccos—guards against throat-scratch.

Outstanding... and they are mild!

Stomach UPSET?



Take soothing Pepto-Bismol—and feel good again!

Your stomach needs gentle treatment when it's upset. Don't add to the upset with overdoses of harsh laxatives or antacids. Take *soothing* PEPTO-BISMOL. Its action is *different*.

PEPTO-BISMOL spreads a soothing, protective coating on irritated stomach and intestinal walls—gives fast 3-way relief:

- ① Helps calm and quiet the upset.
- ② Helps retard fermentation and formation of gas.
- ③ Helps sweeten and settle the stomach.

Whenever you suffer from acid indigestion, heart-burn, diarrhea or other common digestive distress, take pleasant, soothing PEPTO-BISMOL. At all drug stores.

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SETTLES and SWEETENS UPSET STOMACH

Norwich

A NORWICH PRODUCT



LIFE'S REPORTS CONTINUED

among the freshmen are always a number of fine football prospects. One day recently, when Hickman was brooding so much about his line of Seven Dwarfs and the shellacking by Cornell that he felt he needed a change of scenery, he went over to watch the new freshman squad work out. First Hickman looked up the freshman line coach, who pointed proudly to the practice field and said, "See that boy? He weighs 209, and I think we're going to make him into one hell of a guard. And see those two? Those look like tackles and they weigh 426 between them."

Hickman said, "By golly, now you're talking!" Then he went over to confer with the freshman backfield coach. The backfield coach said, "We've got some real speed out there. See that boy who just whizzed past? Watch his knee action when he takes off the next time. Look at him twist and dodge!"

"I see him," Hickman said. "Is he your best prospect?"

"You're darn right he is," the backfield coach said. "Look at him go!"

"What does he weigh?"

"One hundred fifty-five pounds and six ounces," said the backfield coach. "I've been fattening him up."

"Well," Hickman mused, as he waddled back to the varsity, "it's just like my momma told me. If it isn't one thing it's another."



UNHAPPY, ALSO, were coaches Oosterbaan (top) of Michigan and Cravath of U.S.C. just after their previously undefeated teams were drubbed. Michigan lost to Army, 21-7, U.S.C. to California, 16-10.

7 DAYS WILL DO IT



YES, in just 7 days... in one short week... a group of people who changed from their old dentifrices to Calox Tooth Powder averaged 38% *brighter* teeth by scientific test. Why not change to Calox today... so your teeth can start looking *brighter* tomorrow! Buy a can of Calox today!

McKESSON'S

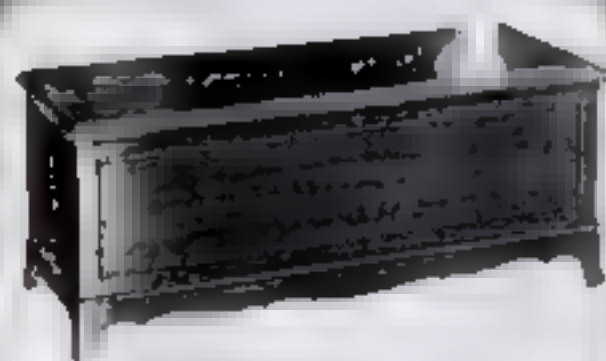
CALOX TOOTH POWDER

ON CHRISTMAS MORNING TELL HER

"I Love You"
WITH A

LANE

Cedar Hope Chest



No. 2218—Traditional design in hand-rubbed mahogany veneers. Tray included \$59⁹⁵

Make Christmas Dreams Come True
for sweetheart, wife, mother,
daughter, or sister

The Perfect Love-Gift, Too
for birthdays, anniversaries, confirma-
tion, engagements, and graduation!

Join Your Dealer's LANE
Christmas Club Today!

There is a Lane for every room, with
exteriors in all popular woods and
finishes to harmonize with all types of
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all fine furniture and department stores.

THE LANE COMPANY, Inc., Altavista, Va.
Write Attention Dept. L17 for information, if desired.



PLAYTEX PINK-ICE BECOMES A LIVING PART OF YOU, GIVING WITH EVERY MOTION OF YOUR BODY, SUPPORTING YOU IN THE MOST COMPLETE COMFORT

PLAYTEX® PINK-ICE

Success story of a new kind of girdle that gives young life to your figure

Introduced only four months ago—the amazingly different PLAYTEX PINK-ICE has already set records in thousands of stores, made friends with hundreds of thousands of women.

Not just a color—PINK-ICE is a new kind of girdle—with a power stretch that slims you to the perfect lines of fashion's new

slender silhouette. With all its figure-moulding qualities, PINK-ICE is so comfortable, allows such complete freedom of action that you'll forget you have it on.

PINK-ICE, made of tree-grown latex, washes in ten seconds, pats dry with a towel. And it's absolutely invisible—even under your sleekest dress.

... in SLIM shimmering Pink Tubes

sizes: extra small, small, medium, large

PLAYTEX PINK-ICE PANTY GIRDLE \$3.95
PLAYTEX PINK-ICE PANTY GIRDLE WITH CARTERS \$4.95
PLAYTEX PINK-ICE CARTER GIRDLE \$4.95
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Also, see PLAYTEX LIVING GIRDLE, \$3.95 and PANTY GIRDLE, \$3.50

At all modern corset and notions departments and better specialty shops everywhere...yes, everywhere!

INTERNATIONAL LATEX CORP'N. Playtex Park, Dover Del. ©1949

TOP, PARISIAN AND AMERICAN DESIGNERS AGREE NEW SLENDER FASHIONS CALL FOR PLAYTEX



MME. SCHIAPARELLI, world-renowned Paris designer: "I have always sponsored the slender silhouette. This season it's slenderer than ever—that's why you need PLAYTEX."



PIERRE BALMAIN, brilliant originator of fashions: "My 1950 silhouette is going to be my slenderest line of all. And the PLAYTEX Girdle is the best way to a slender figure."



ROBERT FIGUET, talk of the Paris season: "My skirts are not only shorter but slenderer, and my new creations require a figure with the lines that only PLAYTEX gives."



PHILIP MANGONE, holder of "Golden Thumb" award: "I prefer to see my clothes on women with slim silhouettes—the slender figure PLAYTEX gives so effectively."



LILLY DACHE, noted American designer: "I've always said every dress looks better with PLAYTEX; for PLAYTEX slims the inches off—and it's invisible!"



OMAR KIAM, favorite designer of movie stars: "Today, a woman's figure is doubly important. And PLAYTEX is the ideal way to look right in new fashions."



SPEAKING OF PICTURES . . .

. . . Skeezeix, Duke, Nubi and Sally pose for their portraits

Looking like notes on a page of music, these heads belong to four of the 65 residents of the Los Angeles Ostrich Farm. They are the descendants of South African blue-skinned ostriches brought to the U.S. for breeding purposes in 1907. They lead a quiet life, fluttering their long eyelashes at visitors, making an occasional movie appearance and producing little ostriches which are sold to zoos and parks for \$100. The female ostrich lays about 12 eggs a year. These weigh three pounds apiece

and take six weeks to hatch. One egg, made into an omelet, would feed 14 people and taste fine. Ostriches are the world's largest and strongest birds; they can outrun a horse and outkick a mule but never actually fly. They are also the stupidest, although no ostrich has ever been recorded as stupid enough to bury its head in the sand. They usually live about 15 years in captivity. The oldest on the Los Angeles farm is Skeezeix, farthest left in this picture. He is 28 and in excellent health.





NOW! PROOF THAT BRUSHING TEETH RIGHT AFTER EATING WITH

COLGATE DENTAL CREAM HELPS STOP TOOTH DECAY!

Exhaustive Research by Eminent Dental Authorities Proves How Using Colgate Dental Cream Helps Stop Tooth Decay Before it Starts!

NOW dental science offers *proof* that always brushing teeth with Colgate's right after eating helps stop tooth decay before it starts! Proof—based on hundreds of case histories, two years of continuous research at leading universities—the most *conclusive* proof in all dentifrice research on tooth decay.

Under the direction of eminent dental authorities, one group of college men and women always brushed their teeth with Colgate Dental Cream right after eating—while another group followed their usual dental care. The average of the group using Colgate's as directed was a startling reduction in number of cavities—*far less tooth decay!* The other group developed new cavities at a much higher rate.

Modern research shows tooth decay is caused by mouth acids which are at their worst after meals or snacks. When you brush your teeth with Colgate Dental Cream right after



eating, you help remove acids before they can harm enamel. And Colgate's penetrating foam reaches crevices in teeth where food particles often lodge.

The Most Conclusive Proof In All Dentifrice Research On Tooth Decay!

The Colgate's now at your dealer's is the same formula used in the tests. Colgate's contains all the necessary ingredients, including an exclusive *patented* ingredient, for effective daily dental care. No risk of irritation to tissues and gums! And no change in flavor, foam, or cleansing action.

No claim is made that using Colgate's can stop *all* tooth decay, or help cavities already started. But brushing teeth right after eating is the *proved* way to help stop tooth decay with Colgate Dental Cream.

NO OTHER DENTIFRICE OFFERS PROOF OF THESE RESULTS



**Always use Colgate's to
Clean Your Breath While You Clean Your Teeth
and HELP STOP TOOTH DECAY!**
* Right after eating



STRETCHING to their full height of 7 feet, three ostriches take food from attendant Leslie Keniston. Nubi (center) is the heaviest, weighs 350 pounds.



SWALLOWING an orange the size of a baseball is no trick for Skeezix. Ostriches live on fruit and grass, also bits of glass and metal visitors give them.

Longer Lasting...it's genuine Lacquer

Such a lovely way to protect your finger tips with new faster-drying, harder-setting, extra brilliant Chen Yu. Like the fabulous lacquers of old, new Chen Yu is *made* to last longer. 12 beautiful new fashion-cued colors...

lighter, brighter, fashion-smarter in Chen Yu's exclusive new finger-rest container for quicker, cleaner, easier application.



Chen Yu Nail Lacquer, 60¢ *
Chen Yu Matching Lipstick
with the stay-fresh look, \$1.00 *

CHEN YU, INC., A DIVISION OF RICHARD HUDNUT



SHE'S WEARING CHEN YU'S EXQUISITE NEW "TEMPLE FIRE" ON LIPS AND FINGER TIPS.

PHOTO BY RAWLINGS



**GET THE CELLOPHANE TAPE
IN THE CANDY-STRIPE DISPENSER**

TEXCEL TAPE

AVAILABLE IN 15¢, 25¢ AND 39¢ SIZES

**NOW-UNIFORM
LAXATIVE STRENGTH!**



**ONLY SUNSWEET
HAS IT!**

DUE TO NEW "C-L PROCESS"*

No longer need you drink prune juice without having the slightest idea whether its laxativity is half as strong or twice as strong as the juice you had the day before.

Now—in Sunsweet Prune Juice only—every delicious glassful has the same laxative potency. Pure, delicious prune juice, still a 100% natural product!

SAME DELICIOUS FLAVOR!

**SUNSWEET
PRUNE
JUICE**



as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

LETTERS TO THE EDITORS

PENSIONS

Sirs:

Your article, "The Battle for Pensions" (LIFE, Oct. 17), implies that the issue before the public at the election of Nov. 8 is merely retention or repeal of liberalized pensions for the aged. This is not the case, as the \$75 aged and \$85 blind monthly payments will be retained for persons who qualify under the federal regulations for aid.

The LIFE story gives the impression that the conservative forces are now moving against the "poor old folks," and that McLain is the old folks' savior. For instance the line under the McLain poster on page 41 states, "This poster of a sad and puzzled old lady is McLain's most forceful appeal to retain pensions" . . .

CHARLES PAGE
Chairman

San Francisco Bureau of
Governmental Research
San Francisco, Calif

Sirs:

. . . The thinking citizens of California have no intention of reducing pensions for the aged and the blind as they stand. The real issue is the administration of the pension system. Last year the majority of citizens were so eager to increase the amount of aid to the aged and the blind that they were unmindful of the rider attached to the measure which changed the administration of pensions and blind aid from a social-welfare board appointed by and accountable to the governor and the state legislature to a director of social welfare elected by the voters. This change has been an extremely expensive one, and will cost the state many million dollars more annually to operate. Such a wholesale raid on California's state treasury is alarming.

WILLIAM A. DILLON
Berkeley, Calif.

• The new law which would give its recipients the same amount of money per month as they get under the current law, would tighten up on some other requirements (restoring the age limit from 63 to 65, reinstating relatives' responsibility and reducing the amount of personal property a person may have and still qualify for a pension). And it would restore the administration of the pension program to the counties.—ED.

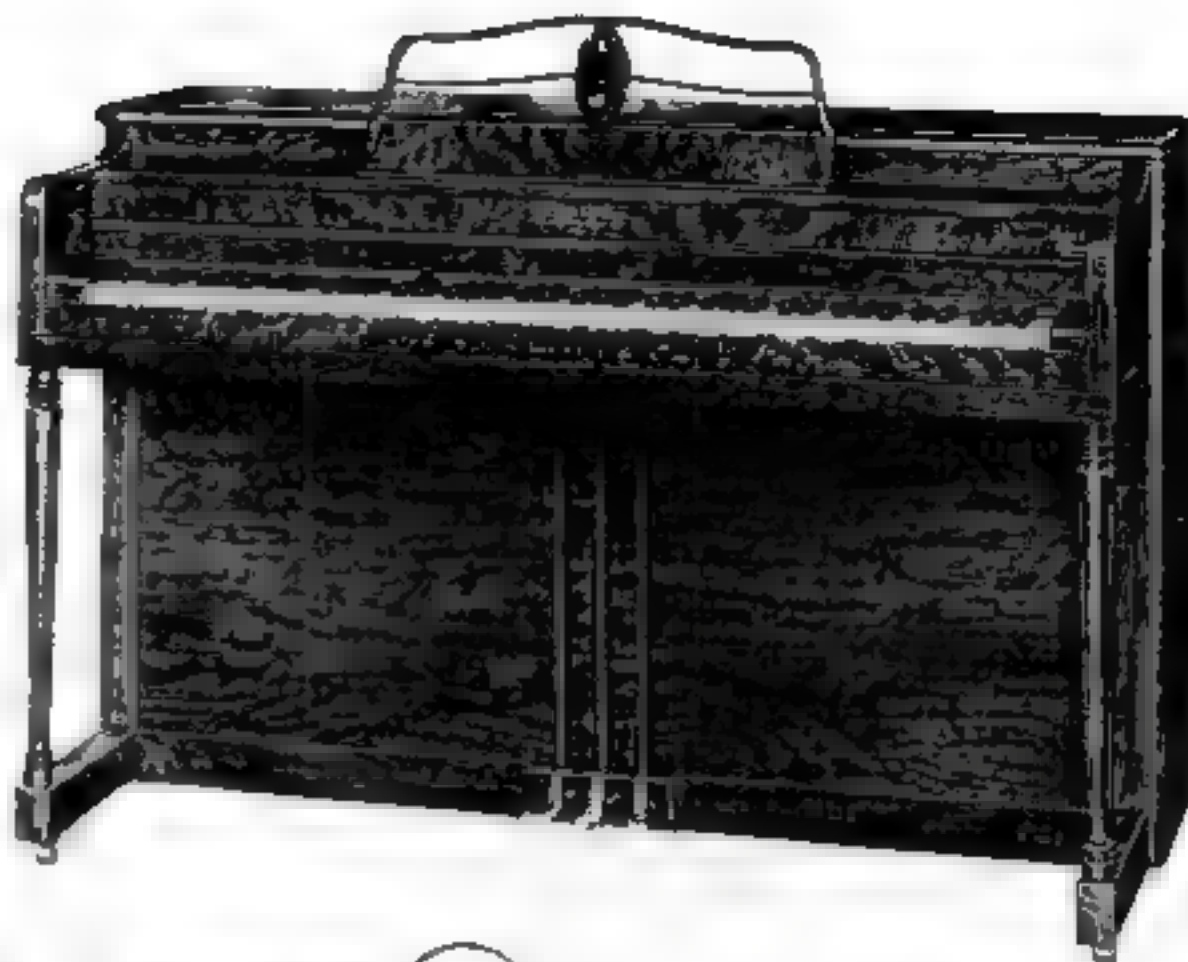
Sirs:

You show a picture of one George H. McLain being convulsed by a corny birthday card, and you add that many greeters on this occasion enclosed money gifts which he then turned over to his "Citizens' Committee" kitty.

May I be so bold as to suggest that said kitty is not a kitty, but a rather corpulent cat. These cash contributions were not the spontaneous gesture of grateful givers, but the fruitful results of high-powered solicitations through his organization's magazine, the *National Pension Advocate*. In the June issue an entire page was devoted to the "birthday suggestion," wherein his needy followers were requested, in honor of his birthday, to remit the paltry sum of \$75, just one month's pension check, in return for which they would receive a life-membership certificate. . . .

HELEN S. SHURE
San Diego, Calif.

CONTINUED ON NEXT PAGE



LESTER *Betsy Ross Spinet*



Your Best Piano Buy

You are always right when you choose the famous Lester Betsy Ross Spinet. In this superb piano, you get musical perfection of tone, touch and volume . . . plus quality construction and enduring beauty of case.

A few of the Lester Features that make the Betsy Ross Spinet your best piano buy:

- Full 88 Note Keyboard
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- Three Working Pedals
- Exclusive Damp-Chaser to insure moisture control.

Your local Lester dealer will gladly arrange convenient terms.

The genuine Betsy Ross Spinet is made ONLY by the Lester Piano Manufacturing Company, Inc., builders of world renowned Lester Grand Pianos.



a beautiful piano with a magnificent tone
sold by America's foremost piano dealers

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Send me your 24-page illustrated book showing piano arrangement in the home. (Enclose 10c for postage.)

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DRY SCALP PROBLEM?



HAIR LOOKS BETTER, SCALP FEELS BETTER

WHEN YOU CHECK **DRY SCALP** (HARD TO COME UNRULY HAIR, LOOSE DANDRUFF) WITH **'VASELINE' HAIR TONIC**. IT SUPPLEMENTS NATURAL SCALP OILS...GIVES DOUBLE CARE TO BOTH SCALP AND HAIR. **'VASELINE' HAIR TONIC** IS CONCENTRATED, ECONOMICAL AND IT CONTAINS NO ALCOHOL OR OTHER DRYING INGREDIENTS. GET A BOTTLE TODAY! (YOU'LL LIKE IT!)

LETTERS TO THE EDITORS

CONTINUED

BOSTON AGAIN

Sirs:

Did you see how the picture of the "rescue of Gina Carr by Richard Tide"



(LIFE, Oct. 17) appeared in the Boston Evening American? Quite a difference, don't you think?

RENA MAZZINI

Milford, Mass.

Sirs:

You have done Miss Gina Carr a great injustice.

Thanks to you we have seen the bottom—now how about giving us a picture of Miss Carr's top?

ED HICKS

Burbank, Calif.



CARR CLOTHED

Sirs:

Wouldn't it have been more chivalrous of the young man to remove his trunks to cover up the bare young maiden?

DAVID ROEHM

New York, N.Y.

BREATHING BY ELECTRICITY

Sirs:

On reading your article, "Breathing By Electricity" (LIFE, Oct. 17), I bethought of the old phrase, "There is no new thing under the sun."

As reported in the Dublin (Ireland) Medical Press, July 1, 1840, Dr. Ferguson of the Westmeath Dispensary was called to see a man supposedly dead from drowning. He made an incision below the seventh rib, cut down to the diaphragm and applied the conductors of a galvanic battery to this big muscle of respiration. The effect was instantaneous. The muscles of the chest and abdomen became active—and soon regular respiratory movements set in.

To quote Dr. Ferguson, "This case must fully establish the utility of voltaic electricity in restoring suspended

Cuff Links

Presentation Quality



Patented Snap bar
for 60 size men
Vareau de 1925
1 1/2 to 2"

FINELY MADE...CONVENIENT
SMARTLY DESIGNED

Known to jewelry men as the most successful because of its design which is a combination of the 14 karat gold

Krementz

FINE QUALITY JEWELRY
since 1866

FOR ADULTS: For all sizes of hands and wrists

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Who wear fine jewelry - Gold



the TALLER
you are -
the harder
SHE'LL fall!

now you can be almost
2 INCHES TALLER

You go up - so does her opinion of you when you are taller. You "grow" almost 2 inches, yet no one knows what makes you taller. These magical Height Increasing "ELEVATORS" tell no tales. No high heels. A secret inner ramp gives that all-important extra height. Keep her on her toes—be taller.



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HEIGHT INCREASING SHOES
"YOUR PERSONAL PEDISTAL"

Cost no more than other fine shoes

Write for
FREE
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STONE TARIOW CO., INC., Dept. 1-11-43, Brooklyn 64, N.Y.

Please send me Free Booklet and name of nearest dealer.

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The Original and Genuine "ELEVATORS" Mfd. in U.S. Exclusively by Stone-Tariow Co., Inc. And under its authority in Canada by MacFarlane, Lefavre, Ltd., Montreal.

CONTINUED ON NEXT PAGE

"NUTS"



replied
the General
when they
asked him
to surrender!

The time was when the word "nuts" was a sure-fire eyebrow-raiser, about as permissible in polite conversation as many another four-letter word. When General McAuliffe said it in answer to the German demand to surrender at Bastogne, it opened a new and rip-snorting chapter in the history of American gallantry.

But the monosyllabic general couldn't have said it if it hadn't been for the guys dodging the German lead, the cold, hungry, wisecracking Joes who didn't feel the least bit like heroes.

"BATTLEGROUND" is their story, tense, wonderful, packed with rich, rolling, lusty humor, the kind of picture that makes your heart pound with pride.

M-G-M'S FINEST PICTURE!

BATTLEGROUND

starring
VAN JOHNSON • JOHN HODIAK
RICARDO MONTALBAN • GEORGE MURPHY

with
MARSHALL THOMPSON • JEROME COURTLAND • DON TAYLOR
BRUCE COWLING • JAMES WHITMORE • DOUGLAS FOWLEY
LEON AMES • GUY ANDERSON • THOMAS E. BREEN
DEWIS DARGEL • RICHARD JAECKEL • JIM ARNESS
SCOTTY BECKETT • BRETT KING

Story and Screenplay by ROBERT FROSH, Associate Producer
Directed by WILLIAM A. WELLMAN
Produced by DORE SCHARY
A METRO-GOLDWYN-MAYER PICTURE

LETTERS TO THE EDITORS

CONTINUED

animation from immersion in water, by acting indirectly on the phrenic nerve."

The newer method is certainly more feasible; however, the basic problem it presents was occupying the minds of men of 100 years ago.

A. A. GOLDEN, D. O.
Wilmington, Del.

TIGHTROPE

Sirs:

What I want to know is—just how those crazy nuts in the mountain tight rope-walking pictures (LIFE, Oct. 17) got the rope from one peak to the next?

BARRARA HARMON
McBee, S.C.

● They carried the rope along a high ridge between the two peaks. The photographer stood on this ridge to get the picture.—ED.

JIMMY'S RETURN

Sirs:

Your leap to a conclusion in reporting the failure of the Jimmy Melton experiment at Boys Town and his return to the Colorado state prison on a murder sentence (LIFE, Oct. 17) is a long, hasty and ill-considered broad jump indeed.

Those unnamed criminal psychologists quoted as saying that "sympathetic experiments with unfortunate youngsters like Jimmy 'almost never succeed'" are obviously of the same "treat-em-rough" school whose predictions have been flouted and disproved literally thousands of times by the late Father Edward Flanagan and others. The record indicates that these experiments, properly handled, almost always succeed.

Let me cite another and almost simultaneous example. Only a few weeks before Warden Roy Best committed Jimmy Melton to Boys Town another Colorado boy-murderer was given a similar chance. With cold deliberation Martin Rasmick, 11, had stabbed his brutal father to death in his sleep. Denver's Juvenile Judge Philip B. Gilliam pleaded with Cal Farley, founder and head of the nationally famous Boys Ranch at Amarillo, Texas, to give Rasmick a trial period at the ranch. Farley studied the facts and was dubious that any boy could come through such brutal treatment without some effect on his sanity but crossed his fingers and took the boy. Martin went to the ranch under an assumed name and with nothing said about his record so that the other 114 "cowhands" couldn't taunt him. Only this month Farley reported to Judge Gilliam and the Denver Post that the boy "has gained 15 pounds in six months, is as cooperative a lad as we have, is studying his head off and making fine grades in the ranch school, and shows himself almost pathetically grateful for everything we try to do for him."

E. L. HOWE,
Sunday Editor

Denver Post
Denver, Colo.

● The psychologists quoted by LIFE were referring particularly to boys of Jimmy's type. His difficulty seems too deep-rooted to be completely adjusted on the level of social therapy which is practiced successfully in other kinds of cases at places like Boys Town and Boys Ranch.—ED.

CONTINUED ON NEXT PAGE

In 10.8 Seconds A
Star Football Player
Can Run 100 Yards..
But In Only

TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!



MAKE THIS TEST!

To actually see how fast it's ready to go to work, drop a Bayer Aspirin tablet in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



Millions use Bayer Aspirin tablets to relieve ordinary headache, because they start disintegrating with astonishing speed... are actually ready to go to work in *two seconds*. And these millions know this is why Bayer Aspirin brings quick relief.

But important as *fast relief* is when you're in pain, there are also *other* reasons why Bayer Aspirin is the choice of so many people from coast to coast. First, it's remarkably effective. Second,

it's wonderfully gentle. In fact, Bayer Aspirin's single active ingredient is *so effective*, doctors regularly prescribe it for pain relief... is *so gentle* to the system mothers give it even to small children on their doctors' advice.

So don't experiment with drugs that have not stood the test of time. Whenever you have a headache, do as millions do—use Bayer Aspirin for fast, dependable relief. And when you buy, buy by name. Ask for *Bayer Aspirin*.

***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN

no other
cleaner...
(no, not one)
does
this-

YOUR HANDS
NEVER TOUCH DIRT



Click! Click! That's the exclusive Dirt Ejector emptying your Hoover Cylinder Cleaner. You don't even soil a finger! This great new Hoover cleans by powerful suction. For a home showing (no obligation), call your Hoover dealer today!

Model 50... **\$79.50**

complete with cleaning tools in handy kit, including Mothimixer and sprayer.

Three models of the famous Triple-Action Hoover also available.

ASK THESE QUESTIONS Before You Buy Any Cleaner

- ☐ Will you get a Dirt Ejector that simply clicks out the dirt?
- ☐ Will you get "Non-Snoop" connections for cleaning tools?
- ☐ Will the cleaner you buy be backed by a nationwide service organization?
- ☐ Will the oldest and largest manufacturer of electric cleaners stand behind the cleaner you buy?
- ☐ Will your purchase also be backed by a fine local store?

You'll be happier with a

HOOVER



Prices slightly higher in Canada

Model 50

THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ont., Canada; Perivale, England

LETTERS TO THE EDITORS

CONTINUED

SILENT BOXERS

Sirs:

How could LIFE have failed to note the similarity of the solution of "The Case of the Silent Boxers" (Oct. 17) to that of Conan Doyle in *The Case of Silver Blaze*?

By LIFE's account, a maid in the Murray household recalled the strange silence of the dogs. Doctor Watson's story, a bit more dramatic, went like this:

Watson: "Is there any point to which you would wish to draw my attention?"

Holmes: "To the curious incident of the dog in the nighttime."

Watson: "The dog did nothing in the nighttime."

Holmes: "That was the curious incident."

NEIL J. KING

New Haven, Conn.

BABY TEACHER

Sirs:

Your statement that the examination of Robert Wellington Fraser III (LIFE, Oct. 17) "marked the first time a baby has been used to demonstrate psychological techniques before a classroom audience sitting behind a one-way-vision glass" is incorrect. For at least four years babies as young as 6 months old have been performing for psychology classes seated behind one-way-vision screens in the Psychological Clinic of the Pennsylvania State College and at several other institutions in the U.S. As a matter of fact the identical test, the Cattell Infant Intelligence Scale, is the one we have been using. . . .

WILLIAM U. SNYDER

The Pennsylvania State College
State College, Penna.

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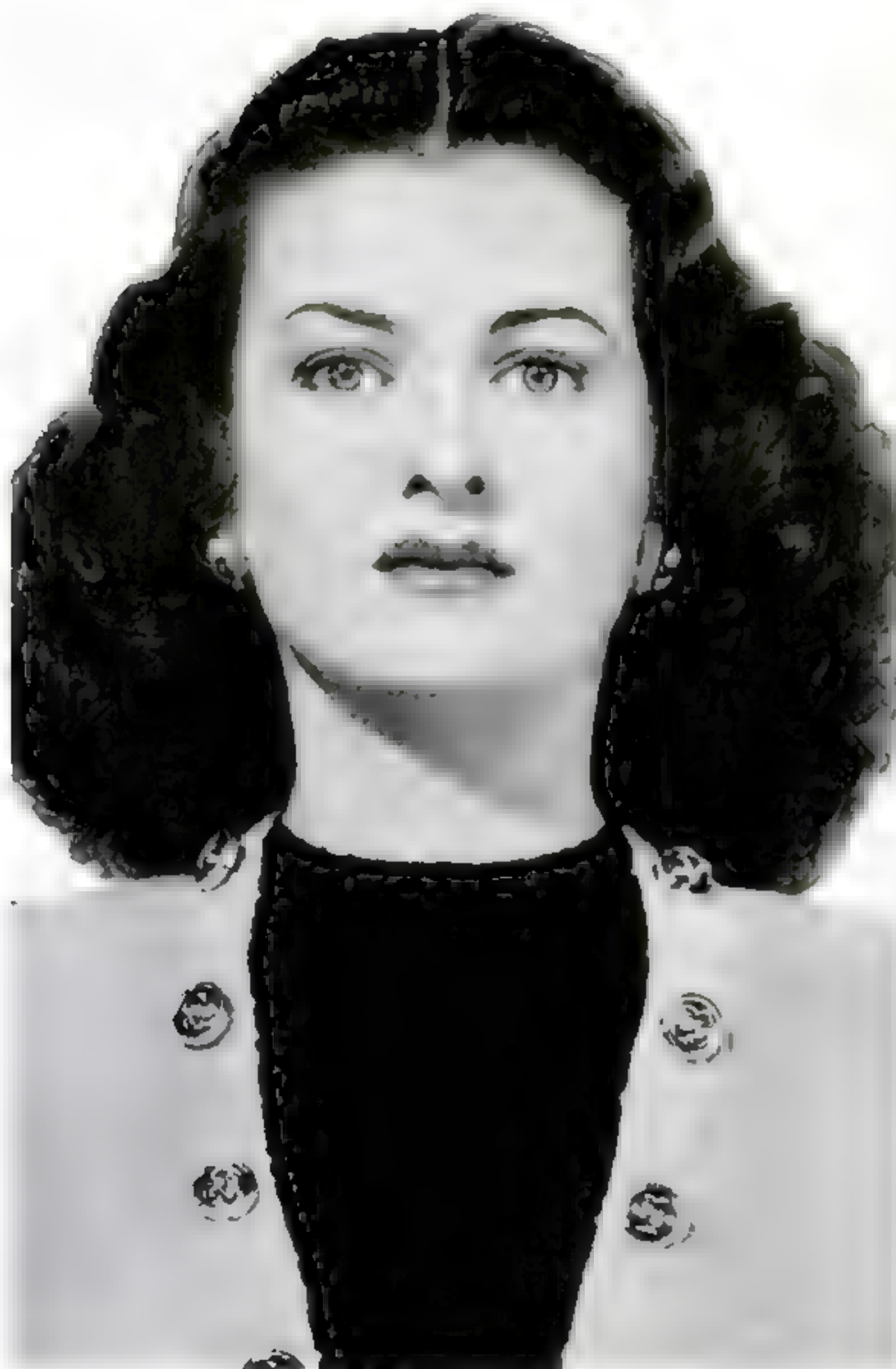


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LETTERS TO THE EDITORS

—CONTINUED—

SERMON ON THE MOUNT

Sirs:

Concerning Mr. Truman and his Christian philosophy (*LIFE*, Oct. 17), Mr. Truman's recent proclamations of his divine political policies should awaken a hope in the hearts of men that men and nations may evolve so that they could possibly follow up a statement such as Truman's with the deed. However I am curious to know how *LIFE*'s editors would respond today had Mr. Truman demobilized all military personnel to productive activities, lowered all trade and immigration barriers and promoted a good-will program for Russia!

ROBERT F. WEAVER
Goshen, Ind.

Sirs:

Your editorial on President Truman in which you belabor him for identifying himself with the Sermon on the Mount is a skillful and honest piece of denunciation of the Truman traffic in holy matters.

BERT A. LUCKENBACH
Allentown, Pa.

BIG PLUNGE

Sirs:

"1,000-Foot Plunge" (*LIFE*, Oct. 17), sounds like a sequel to my own experience.

In the summer of '41, when I joined the volunteer First Maryland Parachute Battalion, the membership requirements naturally included some practice jumping until proficiency had been attained.

When it came to my turn, my pilot insisted that we use a rope, one end of which was attached to his wrist, the other to my main chute-cord handle,



PARACHUTIST SMITH

to guarantee that the parachute would open. Because he believed the situation so well in hand, only brief emergency chute-opening procedures were given to me before take-off.

At about 1,785 feet he leveled off. I hoisted my fully weighted body out on the narrow step of the Piper Cub and kicked off.

Down I soared. Other than the lurch of leaving the ship, for the life of me I could not notice the jerk of the chute opening of which I had been warned. Without fear I gazed about me, searching in vain for the billowing canopy. It must be there, I thought—I just couldn't see it. Suddenly I guessed it was about time to throw out the emergency chute which I had been instructed to let out downwind at about 150 feet off the ground. With this in mind I yanked the rip cord and tossed the silk fortunately downwind. It streamed, caught a blast of air sweeping in from a nearby woods, hiked me a few feet

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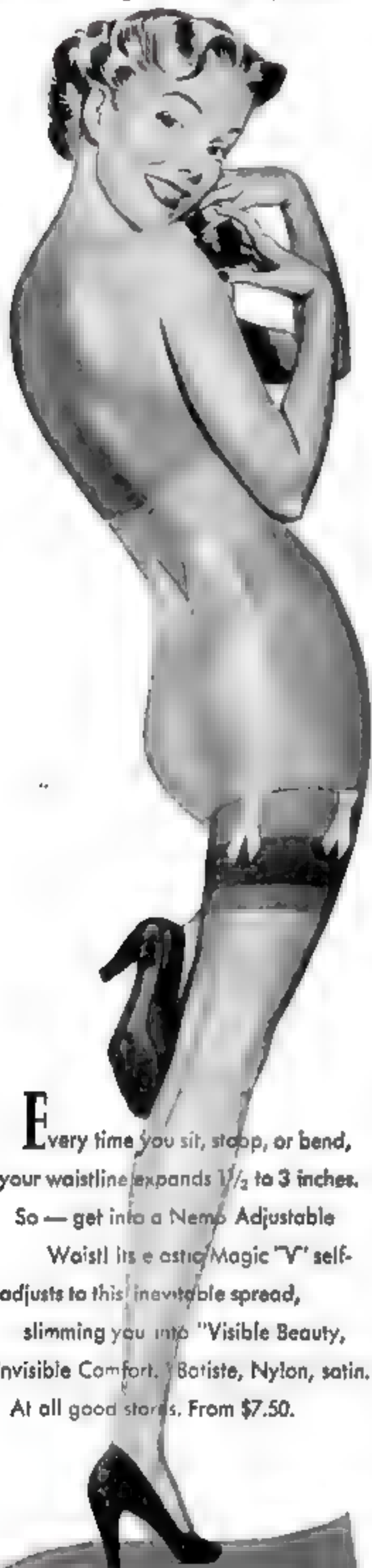
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LETTERS TO THE EDITORS

CONTINUED

back up and then deposited me in a thicket at the edge of the airport. Except for a finger scratch, I landed 100% whole and unharmed.

The sightseers' reaction was that it was only a spectacular delayed-opening jump; the few who did know what actually was happening were affected in every way from actually losing their Sunday dinner to having nervous fits during my rapid descent. One girl friend, peering through her field glasses, laughingly turned to her mother and said, "It's a good thing that dummy they're testing isn't Marjorie—the chute isn't opening."

MARJORIE M. SMITH

Taneytown, Md.

HE BLED

Sirs:

In reference to a picture of myself which appeared in *LIFE*, Sept. 26, and in answer to a question on your story of "Paddleboard Polo" that was forwarded by Mrs. Henry Grayhoff (*LIFE*, Oct. 17): that was blood, not a shadow, that was running down my cheek.



One of the opposing team had accidentally clawed my temple during a mix-up just a minute or two before the picture was taken.

Many of my friends have asked me the same question.

FRED BLEEKER

Santa Monica Lifeguard Service
Santa Monica, Calif.

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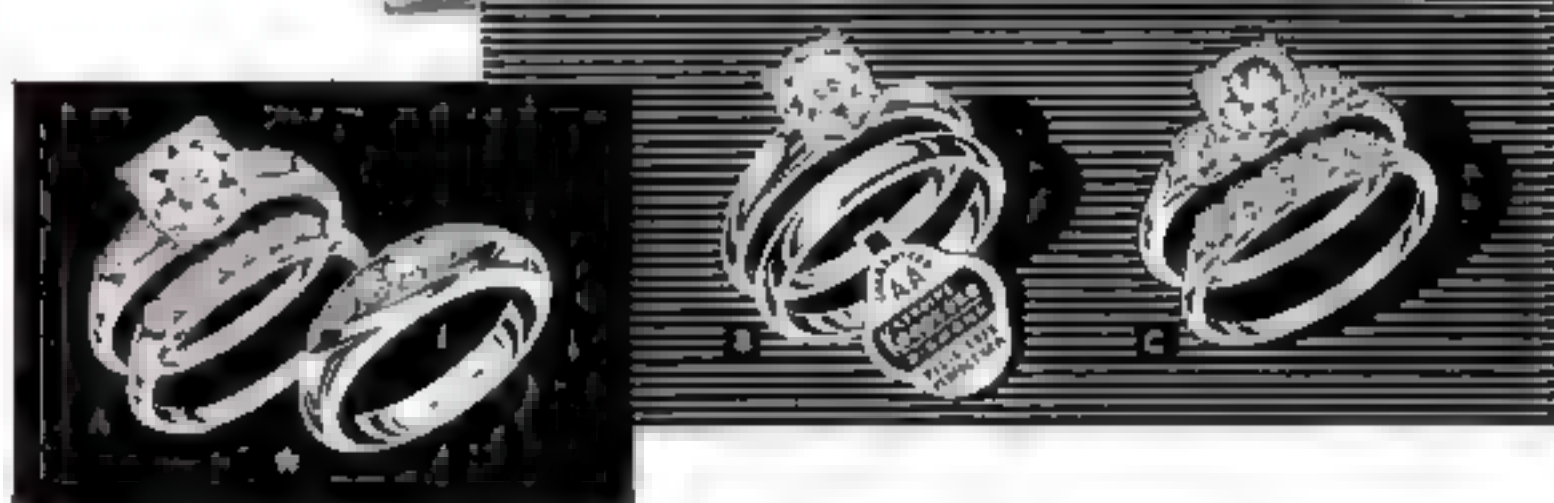
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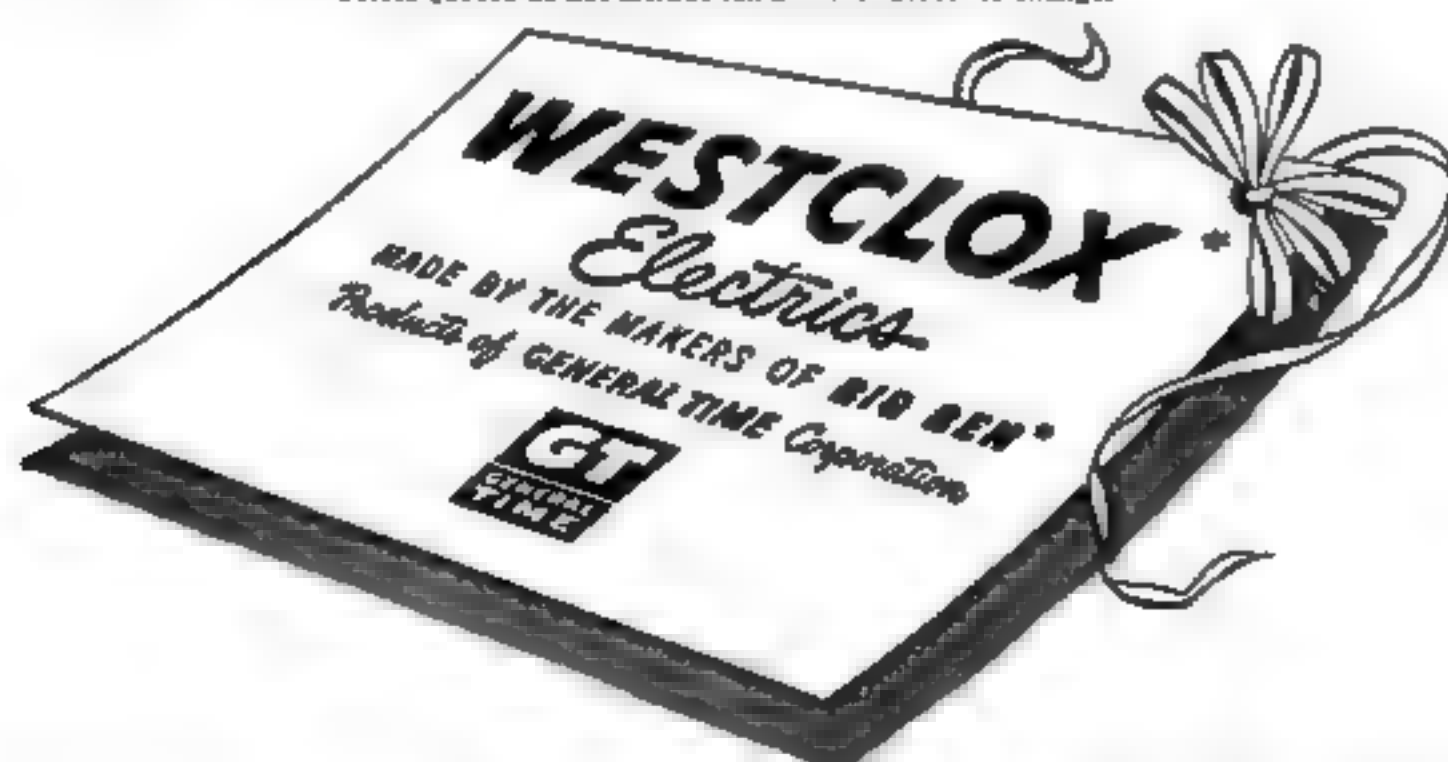
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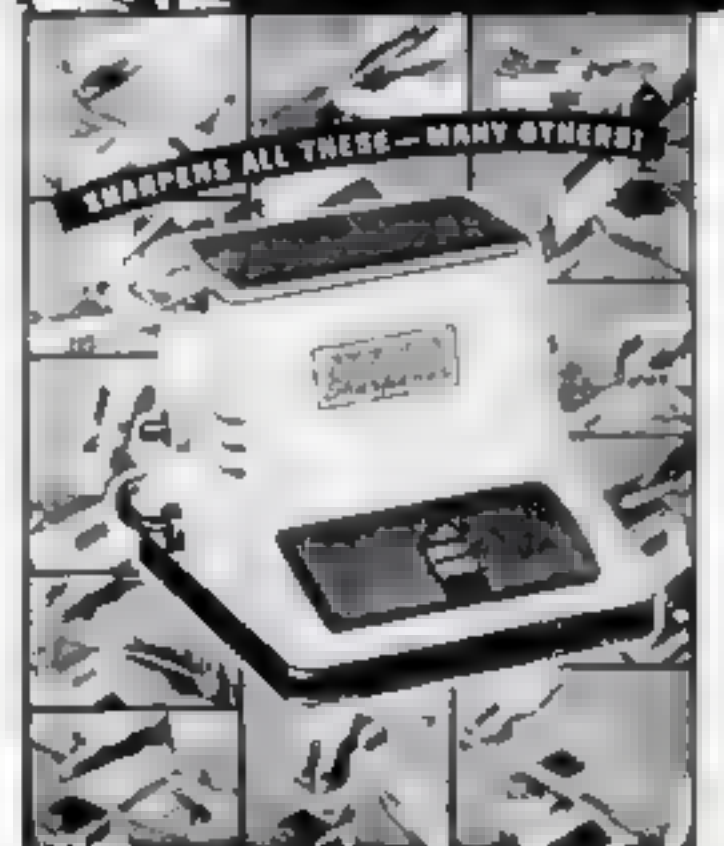
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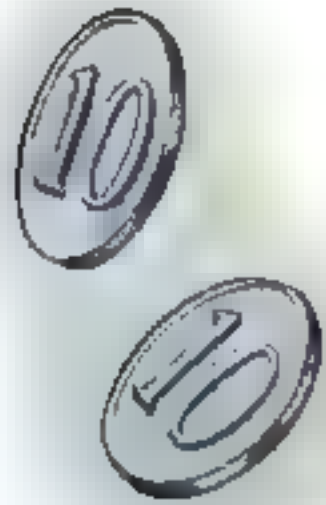
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In 1919 when Alfred Lunt was first introduced to an actress named Lynn Fontanne, he bent to take her hand, lost his balance and toppled down a short flight of stairs. In 1922, feeling on a firmer footing, he married Miss Fontanne, and in 1924 they made their first joint Broadway appearance under the auspices of the Theatre Guild. From then on, as Guild stars, they enjoyed an almost unbroken series of triumphs, making love in every setting from Greece to Finland. This week, for their 25th anniversary as an acting team, they are bringing a new play to Broadway (pp. 134-141) and providing the new season with its most nostalgic and gala opening.

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The final and convincing proof of Florsheim superiority is best demonstrated by the number of men who come back again and again for their favorite Florsheim last and pattern. Many things may attract a man and induce him to buy the first time; only real quality can keep him a customer for life.

Florsheim Shoes



The Viking, \$-1359

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

You welcomed "Sanforized" on cottons... You'll love "Sanforlan" on wool!



1. Sure you insist on the "SANFORIZED" trade-mark on cottons! When you see it —no troubles like this!



2. NOW the "SANFORIZED" folks bring you *woolens* that always keep their fit! ALWAYS!



3. See the "SANFORLAN" trade-mark and *know* you can wash woolens—without shrinkage out of fit.



4. And you'll be amazed how much *easier* "SANFORLAN"-labeled garments wash!



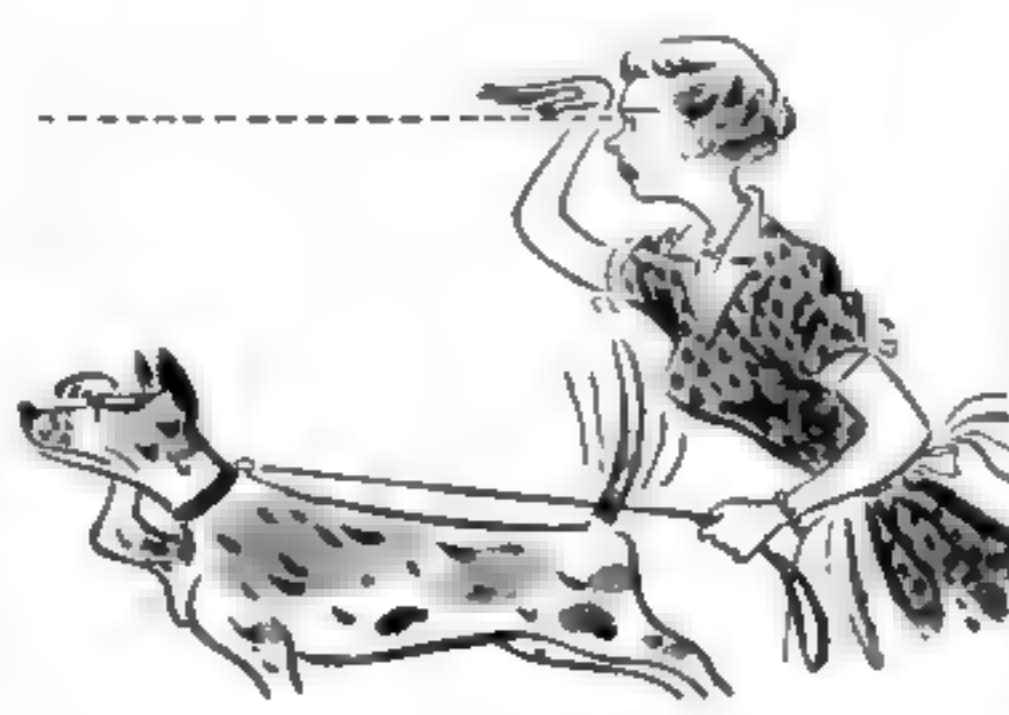
5. Without boards! Without stretchers! Without frames!



6. And they come out of the tub as *soft* ... *downy* ... *fleecy*—as they went in!



7. To be absolutely, *positively* sure of woolens that won't mat, felt, or shrink out of fit...



8. Ask to see the "SANFORLAN" trade-mark whenever you buy wool garments!

9. Now you can see "Sanforlan" on sweaters, hosiery, gloves and mittens, infants' and children's wear.

Also on sports shirts, slacks, skirts, jackets, robes and yard goods.

Soon you'll see "Sanforlan" on many other wool items.

For wool garments that
won't shrink out of fit
look for →



Chas. F. Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

U.N. DEDICATES A WORLD CAPITAL

Beside Manhattan's East River last week, President Truman and the representatives of 58 other nations met and dedicated a world capital. "An act of faith," Harry Truman called it, "our unshakable faith that the United Nations will succeed in accomplishing the great tasks for which it was created." The bunting put up for the occasion—the fourth anniversary of the U.N. charter—stood long in perfect October weather. Like the weather, the dignitaries were congenial—so startlingly cordial that the audience of 10,000 wondered if the dream of U.N.'s founders might indeed be coming true. The President said that the U.S. will keep trying for international control of the atom. Old rivals felt the spell of amity. Governor Dewey sat beside the President; the President shook hands warmly with Russia's Vishinsky. The good-natured crowd gawked at the still unfinished, 39-story, glass-and-marble skyscraper (pp. 34, 35). As Secretary-General Trygve Lie laid the cornerstone, a few remembered that four slaughterhouses had been torn down to make way for U.N.'s home. This was a happy augury, but it was still overshadowed by the quarrels of a world which is not united. If all the nations still subscribe to the U.N. ideal by 1951, when the new building is to be occupied, there will be a firmer cause for optimism.

LIFE

THE PICTURE WEEKLY NOVEMBER 1, 1948





BUILDERS AND BUILDING look like bees in a hive in this picture of part of a six-floor section taken from a neighboring building. Workers on lower floors have begun

installing frames for 5,460 windows which will cover both east and west walls. The narrow (73 feet) ends of the building will be solidly covered with green flecked white marble.



AT LAST MOMENT SIX IROQUOIS CHIEFS SHOWED UP

IT LENDS A NEW LOOK TO NEW YORK SKYLINE

New York's tolerant skyline has made room for needle-topped office buildings and towers as gaudy as wedding cakes, but never for anything like the U.N.'s ultramodern skyscraper shown on these two pages. Shaped like an upended cigar box, it is so thin that special bracing had to be built to keep the wind from blowing it over. Each of its flat sides will contain three shining acres of glass. When completed it will provide sunlit, air-conditioned offices for 5,000 advisers, technical experts, secretaries and other full-time employees of the U.N.

When the project is complete (perhaps five years hence), three more buildings will stand near this one on a six-block plot of land worth \$8.5 million which the Rockefellers gave to the U.N. two years ago. The designer of Rockefeller Center, Wallace K. Harrison, headed the team of 10 architects from Europe and the Americas who planned U.N.'s permanent home. A universal as well as international touch will be a non-denominational room for meditation and prayer to which delegates can retire in humble supplication, whatever their religious beliefs.

When furnished and landscaped, U.N.'s striking East River home should live up to the vision of its builders and lure even more tourists than the many hundreds of thousands, who now regularly besiege the temporary quarters on Long Island (pp. 36, 37).



THE NEW U.N. SKYSCRAPER STANDS BESIDE RIVER AT FOOT OF 42ND STREET, JUST EAST OF CHRYSLER TOWER



HELPFUL GOVERNOR Tom Dewey reaches for the President's coat as Harry Truman walks to speakers' table



HELPFUL MAYOR O'Dwyer lifts the President's coat back on and Dewey picks up program at ceremony's end



RELAXED STATESMEN Andrei Vishinsky and Sir Hartley Shawcross lean back for a look at new structure



DELEGATE ROOSEVELT GREETES VISITORS FROM THE LEAGUE OF WOMEN VOTERS OF WETHERSFIELD, CONN

U.N. WEEK SETS ALL-TIME ATTENDANCE RECORD

After four years of permanent debate and temporary housing, the United Nations is clearly established as a bigtime tourist attraction. But sightseers and debate fans must go to two areas on Long Island in order to watch the U.N. in action. At Lake Success (right, above) they see the secretariat and Security Council do their work in half of a sprawling former war plant which U.N. shares with the Sperry Gyroscope Co., a manufacturer of military equipment. At Flushing Meadows they hear and see (right, below) the General Assembly in an old New York World's Fair pavilion. The delegates they want most to see are Eleanor Roosevelt (above) and the usually angry Andrei Vishinsky (below).

Last week—U.N. Week—the crowds of visitors at Lake Success and Flushing set an all-time weekly record (11,000), and the total number recorded since

1946 passed 1.2 million. Students regularly pour out to Long Island from New York, New Jersey and southern New England, frequently on tours conducted by their teachers. Church groups and women's clubs take whole blocks of seats in the galleries.

U.N. treats the tourists well. Just to repair earphones costs U.N. over \$800 a week. Visitors have access to the cafeteria (coffee 5¢) and frequently find themselves queued up with Mrs. Roosevelt or U.S. Ambassador-at-Large Philip Jessup at lunchtime. The U.N. is also taken to millions of people who cannot come to it. A radio staff of 90 broadcasts daily reports to the world in 26 languages, using high-powered transmitters leased from the Voice of America and the Canadian Broadcasting Corporation. Those in Russian are the only radio programs now originating in the U.S. which are not jammed by Soviet Russia.

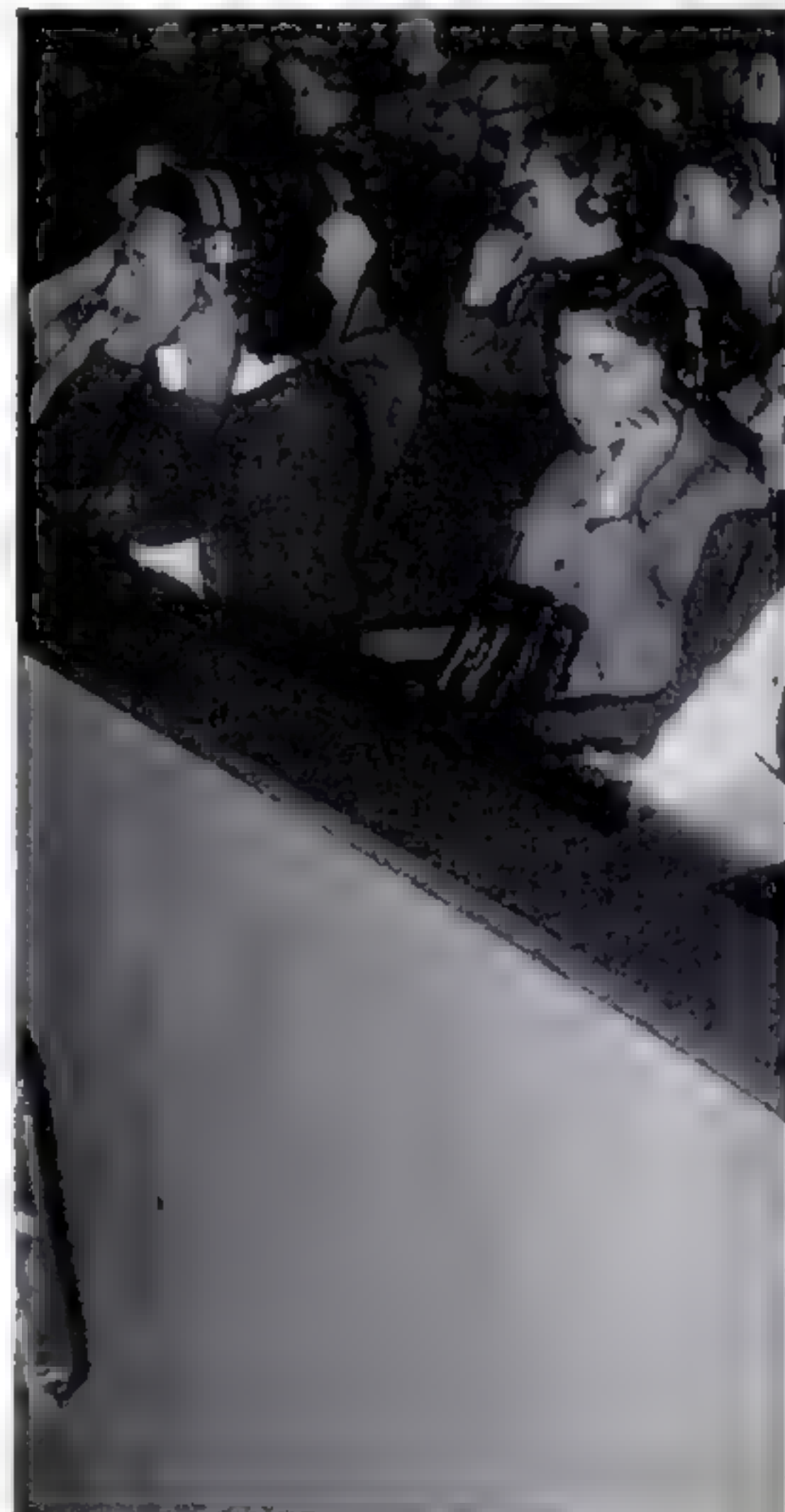


RUSSIA'S VISHINSKY whips up his earphones so that he may hear the translations of questions asked in Eng-

lish during a press conference. Tourists consider themselves especially lucky if they are present when he speaks.



OBLIVIOUS OF SIGNS, SIGHTSEEING STUDENTS AND IN THE GALLERY AT FLUSHING MEADOWS WHERE THE





CLUBWOMEN MARCH ACROSS UNITED NATIONS BROAD FLAG-DECKED LAWN AT LAKE SUCCESS ON THEIR WAY TO AN AFTERNOON MEETING OF THE SECURITY COUNCIL
GENERAL ASSEMBLY MEETS, SPECTATORS ADJUST EARPHONES FOR FOUR-LANGUAGE TRANSLATIONS OF A SPEECH BY VISHINSKY. U.N. PROVIDES 800 SETS OF EARPHONES



A \$300 BILLION FUTURE . . .

WE CAN MAKE IT IF WE USE A LITTLE COMMON SENSE

The man from LIFE advertising promotion poked his head through the door. "You know that series of ads on the future of the U.S. we were talking about?" he said. "Well, I've a full set of them here. What a magazine we're going to have in the next 10 years! We're going to get better and better because we're going to have a really rich country to write about and photograph. That is, we're going to have a magnificent country provided you can use your offices as an editorial writer to persuade people to recognize their own best interests. That shouldn't be so hard."

Grinning widely, the advertising-promotion man spread his proof sheets over our desk. They were copies of a series which LIFE is currently running in the newspapers under the general rubric of "The Decade of Opportunity: 1950-1960."

"We were talking the other day about the \$300 billion annual national income that is coming up," said the promotion man. "You were saying that it shouldn't be so hard to reach in a generation, particularly as our income hit \$218 billion in 1948. Well, the figures in our series are going to impress you when you see them all together. We're going to earn more money, eat better food, live in better homes and take longer vacations in the next 10 years than ever before. By 1960 we'll be spending \$6.9 billion more a year than we do now for food, \$5.3 billion more for homes and home equipment, \$2 billion more for recreation. . . . And as you know, this isn't just an advertising come-on," he continued. "It's solid stuff. We got these figures from a bunch of conservative economists who've made a study for the 20th Century Fund. Nobody can quarrel with the source. But if people want further proof, we can show them the book by the Brookings Institution's conservative Dr. Harold Moulton. He considers it a sober possibility that the U.S. will eventually support a population of 300 million living at standards eight times as high as those of 1949."

"Dr. Moulton is probably right," we said to our visitor. "In any case, the whole darned country seems optimistic at the moment. Down in Wall Street there's a real bullish mood. Just to check on Wall Street's ability to take the popular pulse we sent a bunch of queries to our bureaus. We got back a lot of surprising answers. In Detroit there's a feeling that the old saturation point for car sales no longer holds. A Ford vice president argues that a good sales force could move 14 million new cars in the next 15 months if only they could be manufactured. It seems that school kids are heavy purchasers of secondhand cars. This means that the two-car family is becoming the three-car family. And it isn't just that people are putting all their dough into cars. They're buying houses too; the housing boom picked up again in September. Every region seems full of optimism. Out in the Rockies they're burbling about new oil wells in Wyoming, new uranium deposits in western Colorado. Even Pittsburgh is consoling itself with the fact that steel orders will be plentiful after the strike is over."

"You sound like my department," the promotion man said, his grin wider than ever.

"Maybe that's true," we said. "But there's something that has been puzzling me about our optimism. It isn't that the stock market continues to rise in the middle of a steel strike. What's bothersome is that good economists like Dr. Edwin Nourse fear we're in danger of ruining the national credit. If we go on piling up government deficits year after year we'll get that \$300 billion national income, and it won't be anything but debauched inflationary paper."

The advertising-promotion man grinned again. "That's where you come in," he said. "What are editorial writers for if not to provoke some real hard thinking about sensible policies? The \$300 billion economy—at uninflated paper values—won't come into being automatically; we've all got to work at it."

"The trouble is," we said, "that almost all of us are doing something that may keep the bright future from coming to pass. We live in an age of pressure groups. Businessmen, workers, farmers—all of us are getting (or hoping to get) something for nothing. The milkmen want a protected field for butter against margarine. The turpentine men of the South want their prices underwritten. The world's richest farmers, men who go to town in private airplanes, insist on crop supports at 90% of parity. People want a whole variety of social services that depend on high taxes. Businessmen continue to want special protection against the hazards of competition. We are busy with direct or indirect raids on the U.S. Treasury. You can't blame Congress for spending money, and you can't blame Truman. You've got to blame the people who put pressure on the boys."

"Well," we said, pausing for breath, "this may sound like a sermon that is inconsistent with certain aspects of our editorial stand. LIFE believes in helping those who can't help themselves. It believes that a prosperous U.S. depends on a world that is doing something better than just rocking along in misery. Since we're for a national budget that includes the Marshall Plan and military assistance to Western Europe and base-line aids to people who are in trouble, we can't take a hifalutin moral position about the \$5 billion national deficit that's coming up for fiscal 1950. We're not for rigid annual balancing of the budget anyway, and the recession we had last spring may be excuse for the deficit we're having now. All we say is that the budget must be balanced over a cycle of years. And it must be balanced without taxing incentives out of existence. We're going to have to make economic risk attractive once more if we are going to reach that \$300 billion economy."

"Bravo!" said the promotion man. "You figure out a good tax program in some future editorial, and we'll go on running ads to show the U.S. just how rich it can be if it acts sensibly. We'll both hit the note of the opportunity that waits for us if we use a little prudence. Together we'll get somewhere."

"Amen," we said.

POSTSCRIPT ON TAFT

Some weeks ago we noted on this page that people were complaining of the "isolationist" line taken by Senator Robert A. Taft in his Ohio campaign for 1950 re-election to the U.S. Senate. We hoped that the senator would clarify his position. Since then Taft has forthrightly advocated the extension of the Monroe Doctrine to Western Europe; he favors an unconditional pledge that we will declare war on Russia if any Atlantic Pact nation is attacked by Soviet forces. If that is an example of the newer "isolationism," then Europeans might as well stop worrying once and for all about the attitude of Americans toward world affairs. Isolation is deadlier than Senator Borah—deadlier, even, than the heath hen or the great auk.

SWEET TALK: 1960 MODEL

"A specter haunts our culture," says Critic Lionel Trilling in the fall *American Quarterly*. "It is that people will eventually be unable to say, 'We fell in love and married,' let alone understand the language of *Romeo and Juliet*, but will, as a matter of course, say, 'Their libidinal impulses being reciprocal, they integrated their individual erotic drives and brought them within the same frame of reference.'"

That won't stop most novelists, but what'll best-seller writers like John O'Hara do then?



AN INCIDENT ABOARD THE "ILLUSTRIOUS"



This extraordinary picture, held up by British censorship since May, was taken aboard the aircraft carrier *Illustrious* while she was on a routine cruise in British waters. She had been taking her planes aboard uneventfully when suddenly one of them, a Sea Fury fighter swerved just as it touched the flight deck, lurched over on its back and burst into flame in a tangle of wreckage. The pilot, trapped in his cockpit under the wings, appeared doomed to certain death. But two Naval Air-

men Second Class, Simon Wallis and Peter James McKinnon, were standing by with flameproof suits. While fire fighters tried to quench the leaping blaze, the two men, one of whom can be seen at left, rushed repeatedly into the furnace heat of the wreck, succeeding at last in freeing the pilot and leading him to safety (left). Last week, simultaneously with the release of these pictures, the Admiralty announced that both of the rescuers had been commended by the king for exceptional bravery.



MODERN GODIVA rides forth on a motorbike in this timely version by London Cartoonist Lee Small how explains, "Mother says if Lady Godiva could free the citizens from oppressive taxation that way, then so can she!"

BRONZE GODIVA The City of Coventry in England was the scene of a pleasant ceremony last week in which Mrs. Lewis W. Douglas, wife of the U.S. Ambassador, and Lady Godiva, the city's most legendary woman, were the principal participants. A statue of the lady (left) in a bronze version of her famous ride of 900 years ago had been erected to grace the square on which Coventry's new shopping center is arising from ruins left by the German bombardment in World War II. Mrs. Douglas, one of the few politically uncontroversial women in England at this time, was chosen to unveil it. Unhappily, when Mrs. Douglas pulled the cord, the flags (one of them American in her honor) refused to come off. Amid much laughter, they were released by workmen and Lady Godiva's smooth body was revealed. Later a fence had to be built to keep the overcurious from approaching too closely and trampling down the grass.



AWAITING TRIAL, GREAT LOVER SIGMUND ENGEL PLAYS PIANO IN CHICAGO JAIL

LOVER ON TRIAL In Chicago last week Sigmund Engel, an oil-smooth little man of 73 who boasted of his experience with women ("a field in which my luster is undimmed"), went on trial for cheating one out of \$8,700. A redheaded Chicago widow named Reseda Corrigan charged that he had posed as a big movie producer, wooed her with three



THIS PHOTO A FORMER SUITOR USED TO SHOW HE COURTED PAULINE LANGTON

boxes of flowers daily, kissed each of her fingers ("and my little feet; I wear only a size 4"), set a wedding date and then disappeared with her money. It developed that Mrs. Corrigan was not the only woman with such a story. Act one of the trial featured a low-comedy chorus of romantic middle-aged women. If their stories were right, Engel's next prosecution could be for bigamy. Three of them



DENFELD BOWS OUT On Oct. 28 Admiral Louis Denfeld (*above, left*) watched enlisted men and women flock into his office to say goodby. They, like many congressmen, had been stunned by the slap-in-the-face manner of his dismissal as Chief of Naval Operations,

seeing it as a reprisal for Denfeld's testimony before the Vinson Committee. But Navy Secretary Matthews explained Denfeld had to go because they could no longer work in a "harmonious relationship" and that this move was necessary to maintain civilian control of the military, required by the U.S. Constitution.



IN COURT PAULINE BEAMS HAPPILY AS ENGEL GALLANTLY KISSES HER HAND

swore that Engel had married them, bilked them and disappeared. A fourth said she married Engel for what she thought was his money ("For \$20 million, why not?"), still loved him and was not a bit shaken when a man showed up with a picture to indicate he had also courted her in a leopard-skin dinner jacket (*above, left*). Engel had not yet had his say in court, but he was already a celeb-



OTHER WIVES, CORINNE PERRY AND ANNETTE KUBIAK (CENTER), EYE ENGEL

riety through a ghostwritten newspaper account of his adventures. He had long made a neat living, he admitted, off the affections of love-starved widows and spinsters. "Women dream often of chivalry," said Engel, "but seldom get any." And he gave no indication that his faith was yet shaken in what he called "middle-aged dames." "The best tunes," he said, "are played on the oldest fiddles."



YOUNG REPAYS BIRTHDAY CALL IN KINDERGARTEN OF NEW VAN HORNEVILLE SCHOOL, WHICH REPLACED THE SMALL RED WOODEN ONE HE ATTENDED IN THE 1880s

BIRTHDAY OF A RELUCTANT ELDER STATESMAN

In Van Hornesville, N.Y., Owen D. Young tactfully offers his generation some good advice on advice giving

In a small upstate New York village one warm and bright Indian summer day last week, a great U.S. citizen celebrated an important occasion. The citizen was Owen D. Young, the occasion was his 75th birthday and the village was Van Hornesville, in Herkimer County, where Young was born on Oct. 27, 1874, in his family's century-old hilltop farmhouse.

Young's parents mortgaged their farm for \$1,000 to send their son to little St. Lawrence College. After graduating from law school *cum laude* in two years, Young took up legal practice in Boston, joined the General Electric Company as counsel in 1913, became its board chairman in 1922. In General Electric, Young's most spectacular performance was the formation of Radio Corporation of America, which transformed Marconi's wireless from a sea-rescue device into a worldwide source of culture and entertainment. Outside the company, as a major influence on the Dawes Plan (1924) and the Young Plan (1930) for post-World War I European Recovery, he became world famous as one of America's wisest and most energetic economic leaders. Young was frequently mentioned as the strongest possible candidate for the Democratic presidential nomination in 1932 until he himself made it clear—partly out of loyalty to his old friend Al Smith—that he was not in the running. In 1939 he went back to Van Hornesville, where he now spends most of his time on matters concerning the village school (which he helped to build as well as to finance), dairy farming (with 200 head of Holsteins) and his family (his son-in-law, Everett Case, is president of nearby Colgate University).

Along with the Van Hornesville schoolchildren who

crossed a leaf-strewn macadam road to sing *Happy Birthday* on the Young front porch, LIFE Writer Noel F. Busch and Photographer Alfred Eisenstaedt called on him to offer congratulations. In his busy retirement Mr. Young has always made it clear that he is not an entrant in the U.S. elder statesman sweepstakes against such lively entrants as Herbert Hoover, Bernard Baruch and John Dewey. To the question of whether his freedom from the immediate pressure of contemporary problems, combined with his wide acquaintance with past ones, might not involve some obligation to proffer occasional advice on the former, Mr. Young gave a characteristically gracious, astute and eloquent reply.



IN HIS STUDY Young has a special chair built to accommodate himself and a large dictionary.

"So I am told by people who want to flatter me into doing something I don't feel like doing—like yourself, or like the publishers who sometimes try to justify their winter holidays by calling on me in Florida. For my part, I don't much relish the role of elder statesman. I have often said that a man's career resembles a water wheel on which the leverage of each bucket increases, reaches a maximum and then diminishes as the wheel turns. In line with that, I suspect that a man can be of maximum use only to his own generation. After he has passed the peak of his own participation in affairs, he must see things from a less applicable, and hence a less valid, point of view than that of the men who are directly concerned. It may be, of course, that all that is merely an argument which I use to quiet my conscience when it accuses me of being lazy. But I really believe that more harm is done by old men who cling to their influence than by young men who anticipate it."

YOUNG WALKS HOME FROM SCHOOL ALONG A FAMILIAR ROAD AT SUNSET →





RIVAL CANDIDATES Newbold Morris (*left*) and Vito Marcantonio unexpectedly come face to face backstage

during a Brooklyn meeting. Morris has concentrated his heaviest attacks on O'Dwyer, just as Marcantonio has.



MARCANTONIO IN ERUPTION pounds with hand and foot at a rally. Wallace and Robeson appeared on the same program. Marcantonio cried, "... if this be Communism, let O'Dwyer and Morris make the most of it."



DOMINICAN SINGERS are trotted out by Democrats to weaken Marcantonio's hold on the Puerto Rican vote (*picture right*). Daughters of Dominican Republic's ex-Secretary of State responded with Latin American songs.



LISTENER JUMPS UP TO QUESTION NEWBOLD MORRIS

NEW YORK POLITICS

Morris backers see chance of victory

Last week in New York City three candidates for mayor were pounding away at each other as election day (Nov. 8) came fast upon them. The big news was that incumbent William O'Dwyer, Democrat seeking a second term, was having a rougher time than anyone had figured. O'Dwyer's opponents were strident, fellow-traveling Congressman Vito Marcantonio, running on the American Labor Party ticket, and earnest Newbold Morris, once right-hand man of the late Fiorello LaGuardia, running on the Republican, Liberal and Fusion tickets.

O'Dwyer, sniped at from both sides, was busily defending his administration. His cause was helped by a romance with a former model (*right*) and by a combined C.I.O.-A.F.L. drive. But his biggest assists were coming from such nationally prominent Democrats as Eleanor Roosevelt, Franklin Jr., Alben Barkley and even Harry Truman. Indeed the President, when he came to New York on a "non-political" U.N. cornerstone-laying trip last week (*p. 35*), was pointedly cordial to O'Dwyer and remarked as he left, "Well, I hope it did some good."



PUERTO RICAN POLITICO Gilberto Concepcion de Gracia is greeted by Marcantonio at airport. Since many of Marc's Puerto Rican followers are new arrivals in New York, they still listen with attention to word from home.



NEUTRAL MODEL WEARS RIVAL CAMPAIGN LITERATURE

COMES TO FAST BOIL

if Marcantonio diverts O'Dwyer vote

Newbold Morris, however, was not without support from prominent Republicans and Democrats alike. In fact David Dubinsky, president of the International Garment Workers, deserted the Roosevelt-Truman fold to plump for the former LaGuardia aide. In his campaign Morris slashed at the Tammany-style administration of O'Dwyer, grandly promised to clean out the city's crooks and clean up the city's streets.

Meanwhile the "Make Marc Mayor" faction was getting the expected support of such muscle men of the left wing as Henry Wallace and Paul Robeson. And an added starter was an imported Puerto Rican vote-worker named Gilberto Concepcion de Gracia (*below*), who flew up to help Marcantonio keep the vote of New York's 250,000 Puerto Ricans.

As all this complicated maneuvering reached its height last week, O'Dwyer still looked like the winner. But Marcantonio, striving to chip away the O'Dwyer votes, was giving Morris a chance of victory. This is what gave Dewey New York in 1948. Republicans were praying it would happen again.

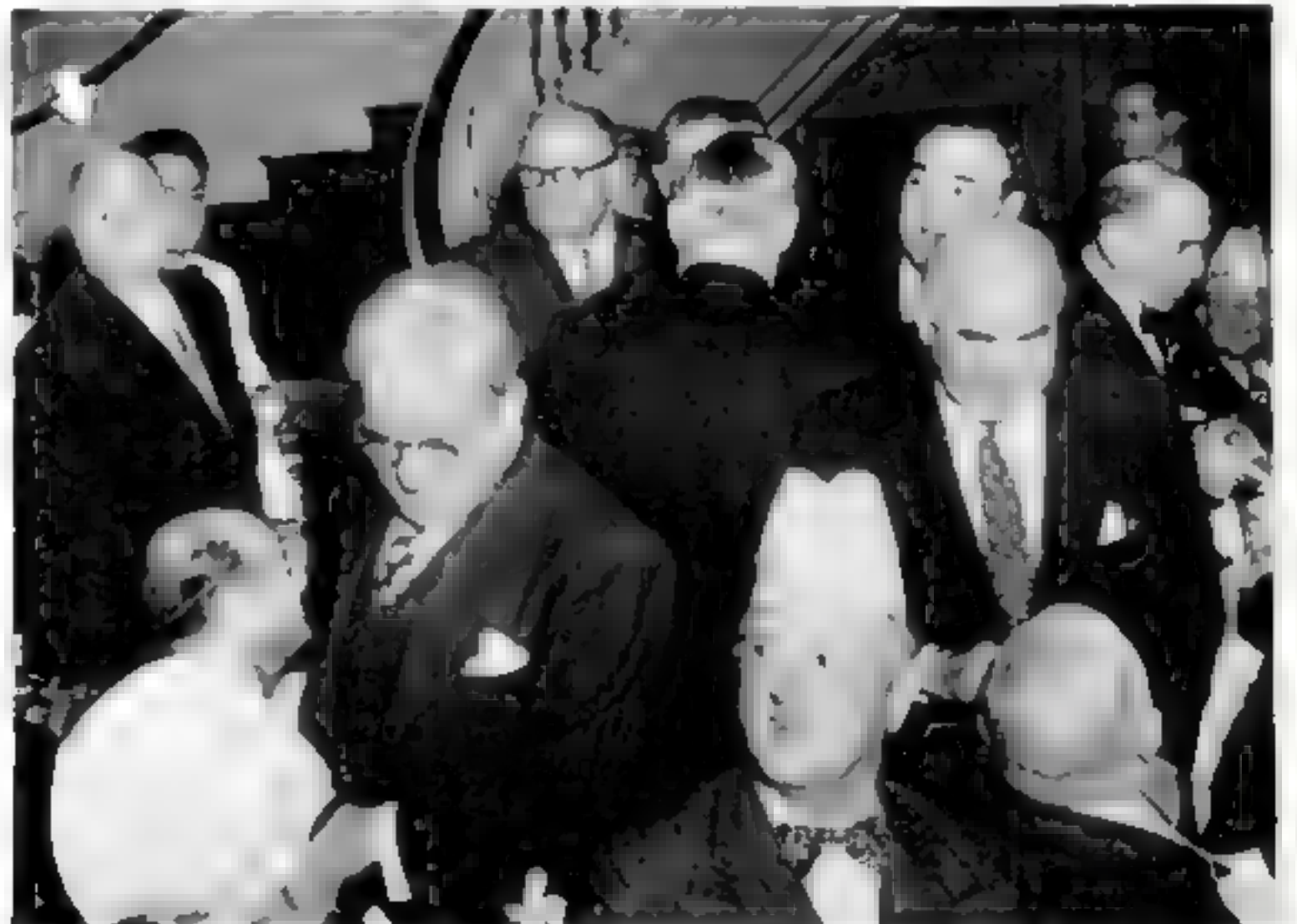


O'DWYER AND SLOAN SIMPSON, a former model stroll in Central Park. They met a year ago, say they plan

to be married sometime after election. Mayor O'Dwyer's first wife died three years ago. He is 59; Miss Simpson is 35.



CONFIDENT DEMOCRATS—O'Dwyer, C.I.O. President Phil Murray and Earl Brown, candidate for City Council in 21st District—confer at rally in Madison Square Garden. Brown, Harvard-educated Negro journalist, is the candidate of Democratic, Republican and Liberal parties to oppose incumbent Benjamin Davis, jailed Red leader.



EMBARRASSING MOMENT for Democrats came when New York Sun printed this picture of bigtime gambler Frank Erickson (*arrow*) mingling with party bosses (including Senatorial Candidate Lehman, *right*) at Democratic dinner. Morris has repeatedly accused O'Dwyer's administration of being overfriendly with top underworld figures.

CURLEY VS. THE FIELD

Boston, like New York, had a noisy mayoralty race of its own. As usual 74-year-old Democrat James Michael Curley was in there fighting for another term—if he wins, it will be his fifth. Among the opposition candidates Democratic City Clerk John B. Hynes and Democratic Governor's Councillor Patrick Sonny McDonough were the strongest, but old James Michael was still a tough campaigner. Having survived five months in a penitentiary in 1947 for mail fraud, during which this year's candidate Hynes served as acting mayor, and more recently having lived through a thorough hoaxing by some Harvard men (*below*), Curley looked robust enough to win without much strain.



CURLEY IS KIDDED in City Hall. *Harvard Lampoon* editors, pretending to belong to "Boston College Curley Club," present bowl stolen from *Harvard Crimson*.



JOHN HYNES is in Curley administration by appointment of city council.



GEORGE OAKES, Republican, hits civic corruption theme hard and often.



SONNY McDONOUGH gives short-campaign speech: "Remember me."



WALTER O'BRIEN, 34, Progressive, is supported by Boston's left-wingers.

DRISCOLL VS. WENE

In New Jersey, Republican incumbent Alfred E. Driscoll was running ahead of Democratic State Senator Elmer H. Wene for the governorship. Wene was backed by both Frank Hague and John V. Kenny, onetime Hague lieutenant who turned on his boss and took over the mayoralty of Jersey City last spring (*LIFE*, May 23). However, Kenny's heart did not seem to be in his work—he staged a big rally for Wene, but placards omitted Wene's name, used only Kenny's. Driscoll was supported not only by Republicans but by independent Democrats (*bottom*) who were anti-Kenny, anti-Hague and anti-Wene and who made the split in their party disastrously complete.



CANDIDATE WENE speaks at rally staged by Jersey City Boss Kenny. Wene has strong Catholic support, promises not to interfere with church bingo games.



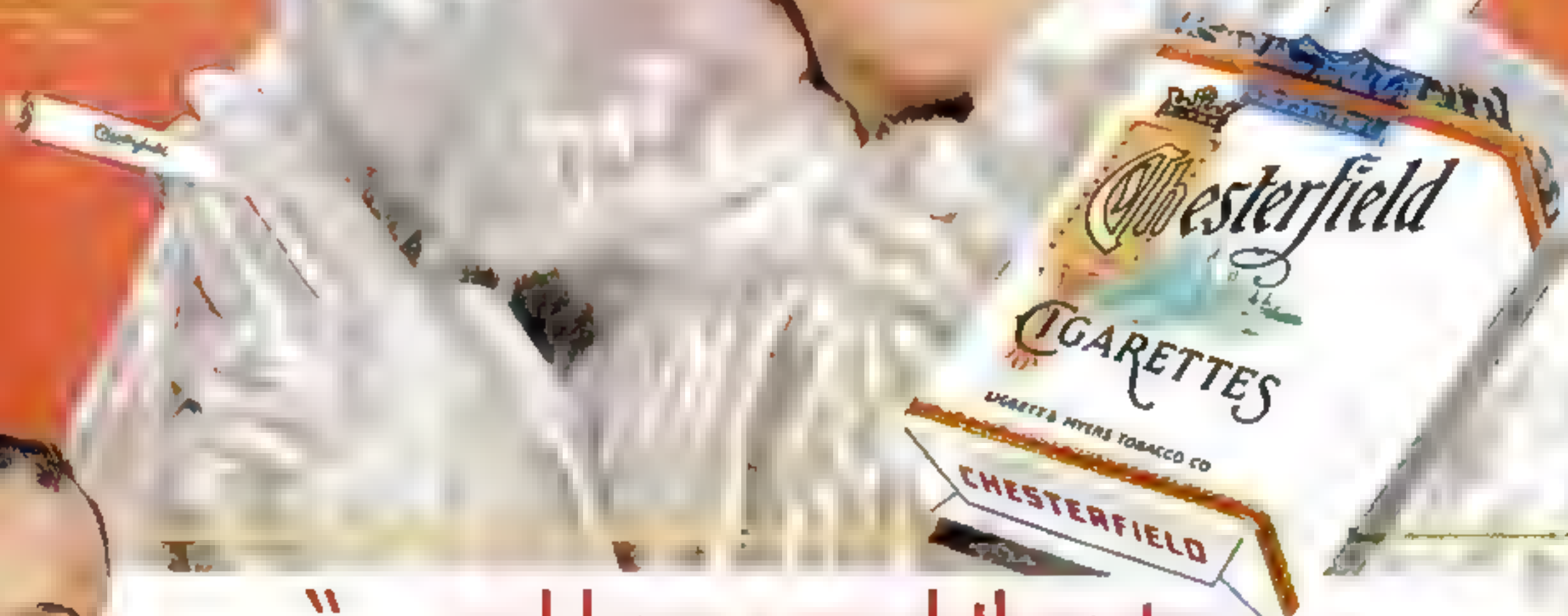
CANDIDATE DRISCOLL resorts to campaign cliché by pointing to the empty chair reserved for opponent Wene, who did not show up at local Ad Club luncheon.



DEMOCRATS FOR DRISCOLL, wearing "Beat Hague" badges, cheer lustily at Jersey City rally. One of the women (*center*) whistled shrilly through her teeth.

"To my friends
and fans I recommend
Chesterfields
It's MY cigarette"

Beverly Hills

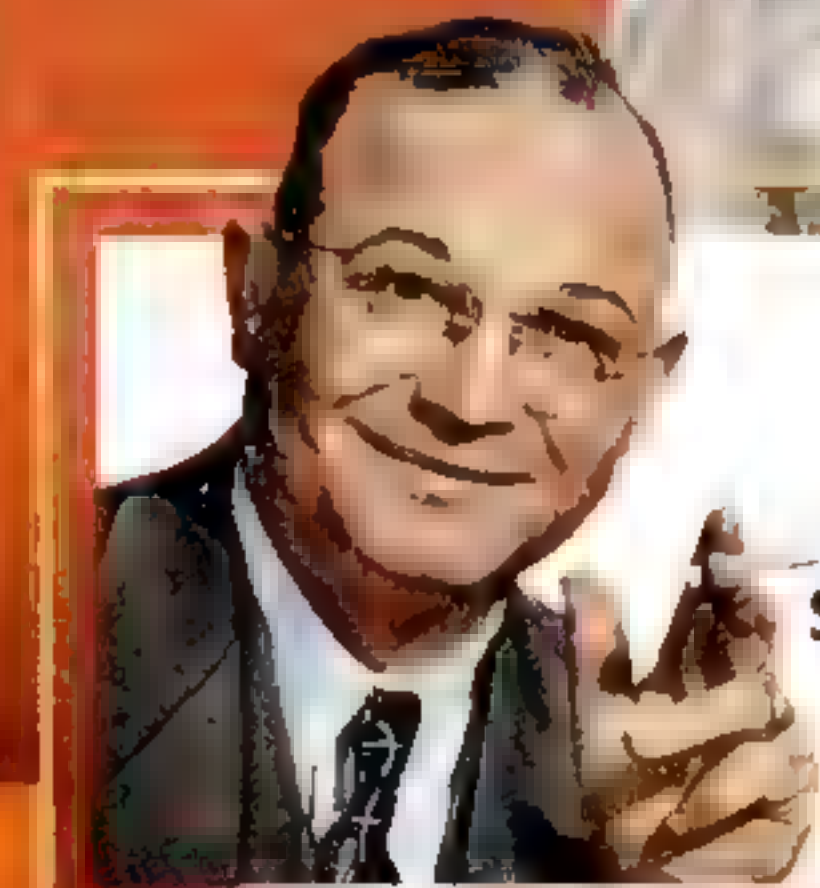


"... and I recommend them too -

Because they're really Milder. For over 30 years I've
seen Chesterfield buy the Best Mild ripe tobacco grown."

Claud Pope

PROMINENT TOBACCO FARMER FROM HILLSBORO, N.C.



A B C CHESTERFIELD
FOR GENTLE SMOKING AND YOU TO ENJOY

OUR FOUR OF

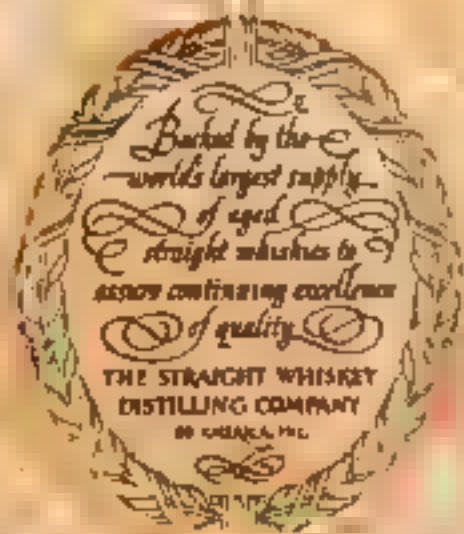


...it's always a pleasure



enjoyed in fine American homes

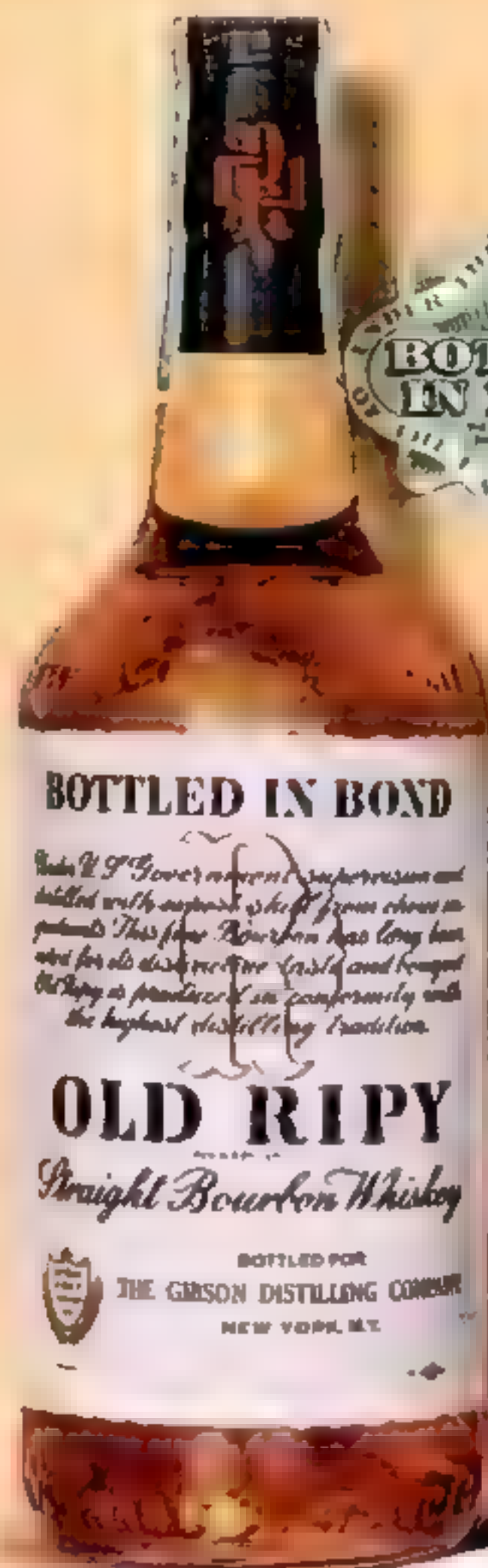
You will be interested in the *green* seal over the corks of these Kentucky Straight Bourbon Whiskies stating "Bottled in Bond under the Supervision of the U. S. Government" . . . Every drop in the bottle is straight whiskey . . . all of it is old whiskey, *aged in bond* four years or more (you will find the exact age on every bottle) . . . it is always full 100 proof . . . only new casks were used for the aging process in which the wood slowly works its magic on the whiskey . . . which was distilled in Kentucky and then *aged in bond* and *bottled in bond* under the supervision of the U. S. Government.



OFFICIAL BONDS



born with the Republic

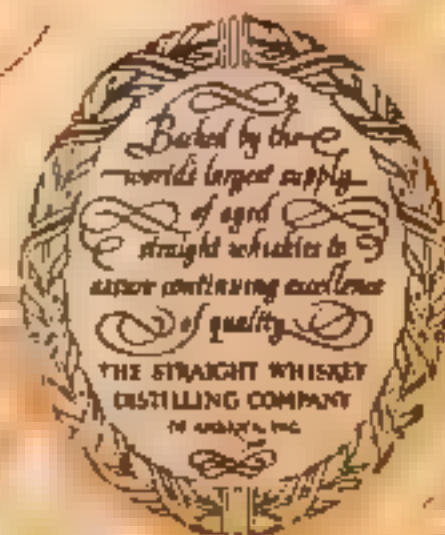


rare...and beyond compare

The label on the front of each of these Bottled in Bond Kentucky Straight Bourbon Whiskies is Our Official Bond that every bottle uniformly represents the best skill, experience and artistry of a famed distiller. Each of these outstanding whiskies has its own distinguishing quality . . . each its host of friends. Ask for these Bonds by name!

EACH 100 PROOF

• The Straight Whiskey Distilling Company OF AMERICA, INC., N.Y.





Dress by Trausa-Norell, jewelry by La Fievre Russa

Instantly — your skin catches

the **Silken Look** with

Helena Rubinstein's Silk Screen Face Powder

containing powderized silk

WHO WOULD DREAM of blending pure atomized silk into face powder?

Who?

Only Helena Rubinstein, world's leading beauty authority.

This famous cosmetic scientist has created Silk Screen Face Powder, with pure silk.

A face powder discovery so new, so utterly different it has rocked the beauty world!

Here is sheer silken allure for your skin.

See these results on your own face

1. Observe how Silk Screen Face Powder *clings* with silken magnetism. Keeps your skin looking fresh *all day long*.
2. See how it imparts gossamer *sheerness*—like a living finish—to your face.
3. Thrill to the glorious new silken *color*—color enriched by pure powderized silk.
4. And finally, enjoy a brave new accent in the radiance, the glow, the lovely young *bloom* Silk Screen Face Powder puts on your skin.

8 Specially Blended Shades

SILK SCREEN FACE POWDER comes in 8 specially blended shades. Shades richer, more *lifelike* than ever before possible. Choose the shade that flatters *your complexion* and watch it transform your skin to bright, new silken beauty. **\$1.00, \$2.00 and \$3.50**

Silk Compact powder... silken powder in compressed form, \$1.00
Silken Foundations, blended with pure silk, . . . \$1.25
Silk-Film, cream-cake type . . . \$1.50
Silk-Tone, liquid form . . . prices plus tax

helena rubinstein, 655 fifth ave., new york 22, n.y.

LIFE CONGRATULATES

LESLIE, MICH.

Pleased with the outcome of the trial of the nation's 11 top Reds—and with Judge Harold R. Medina's conduct of it—the little farming town of Leslie, Mich. decided to let Medina know how it felt. When the *Local Republican* circulated a scroll (below) citing him for "... your unbiased and entirely fair manner of presiding ... for the fine courage you displayed ..." more than 900 of the town's 1,400 citizens signed it, standing in line in the gen-

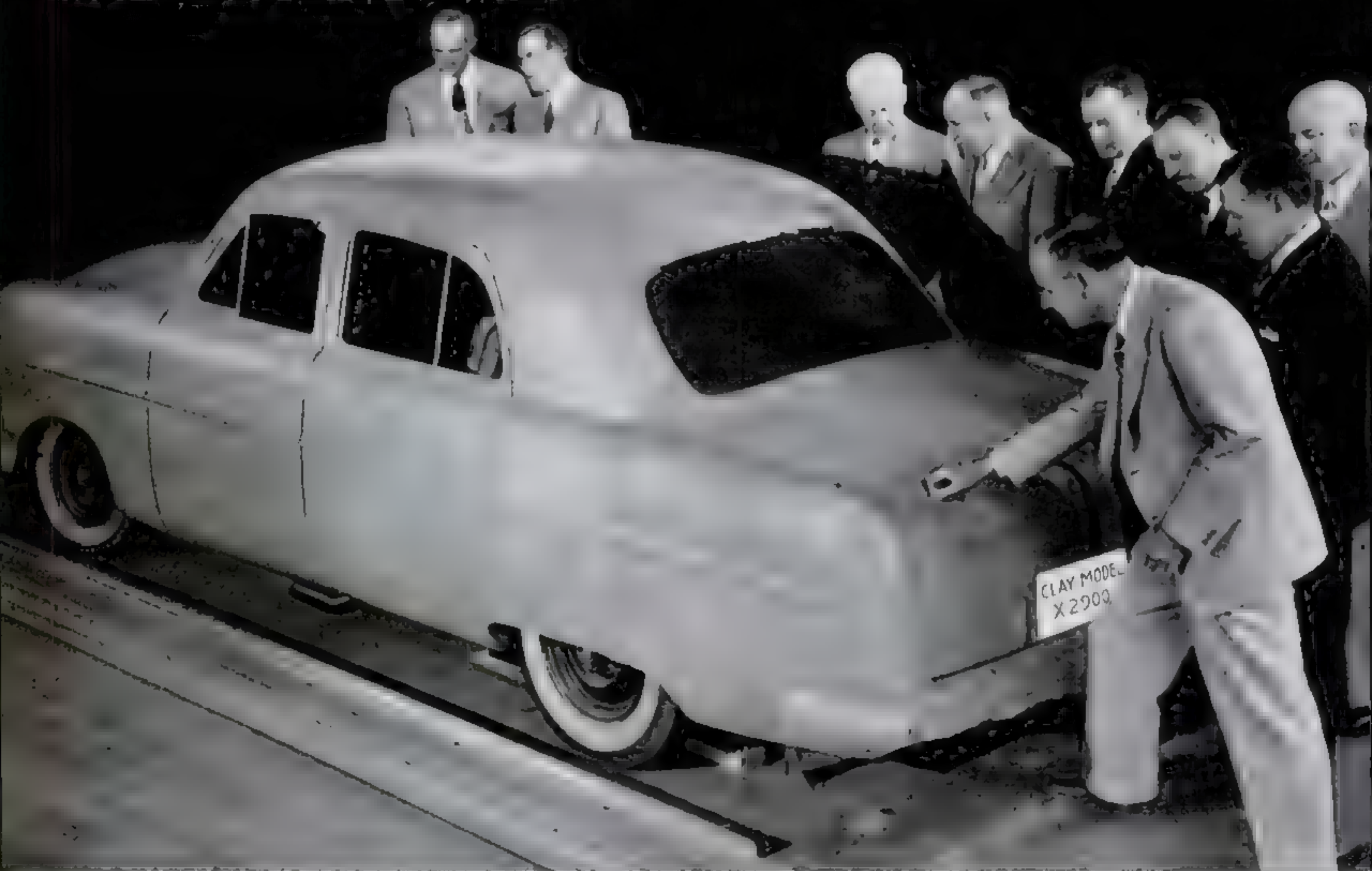
eral stores, the barbershop, the bar and the granary to write their names on the separate sheets of which the scroll was composed. Last week the scroll was on the way to join some 50,000 other messages of thanks and admiration that have come to the judge from Americans all over the U.S. The stream of abusive, threatening letters that flooded him during the trial had suddenly stopped, as if someone had turned off a spigot.



MEDINA RELAXES AT HOME AFTER TRIAL



IN THEIR MEETING HALL OVER THE LOCAL FIREHOUSE THE CITIZENS OF LESLIE CHECK THE SIGNATURES ON THEIR MESSAGE TO MEDINA



1. "BUT WHAT ABOUT THE LAYOFFS?" Late in 1947 Ford Engineering Vice-President Harold Youngren gave "clay model X-2900" the last of many approvals. After fourteen months of work, this top-secret car, with some slight modifications, was ready for production as the 1949 Ford. The next problem was: how to keep men working

during one of the greatest model changes in Ford history. Usually, in the automobile industry, most workers were laid off while machines and assembly lines were changed over for new models. It was a big problem—one that had never been solved. But Ford was determined to try—started planning and working.

MEN WORKING TO KEEP MEN WORKING



4. MEN AT WORK. Tons of glass were made and stored during retooling. Steel operations, too, continued at top speed. Parts production was stepped up. All these were unprecedented moves—planned ahead by the men who planned the new and improved Fords, Mercurys and Lincolns. They're planning now for even better results with future change-overs.

Ford is trying to lick a major problem — big layoffs for model change-over

FOR many months now, Ford Motor Company has been making a determined effort to solve one of the great human problems involved in making automobiles — the large-scale layoffs which usually come with retooling for a model change.

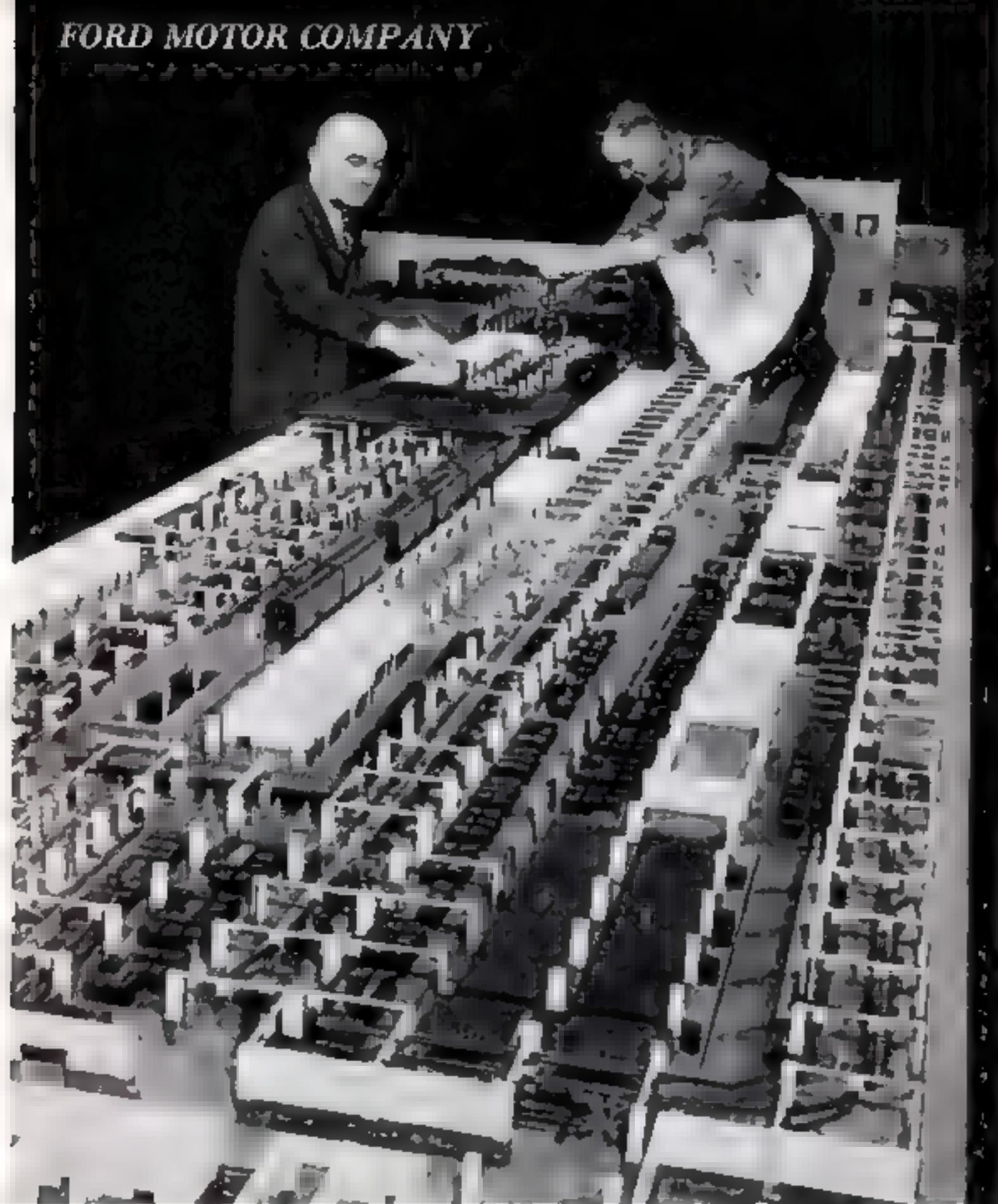
Ford's major attack on this big problem developed from a desire to provide workers with the kind of security they want—the chance to work continuously at good wages.

Results of Ford's first efforts were encouraging. Of the 60,000 workers at the River Rouge factory, only about a quarter—16,200 to be exact—were laid off for any time at all during con-

version to 1949 models. All plants set similar records.

The Ford people say they are far from satisfied with the gains made to date. But they can report definite progress. And they're working and planning for future conversions. They hope to do even better with future change-overs. Certainly Ford has made a real advance toward steadier employment in what has always been regarded as a seasonal industry.

It's part of the Ford way of doing business—making the best possible products in the best possible way—to benefit employee, employer, and the nation as a whole.



2. PLANNING FOR THE FUTURE. Months before change-over, engineers made an extended plant survey, studying every operation, figuring how to keep the men working. They worked out a detailed schedule for the vast change-over, keeping as many operations going as possible. Result: in all Ford, Mercury and Lincoln assembly plants across the U. S., from Edgewater, N. J., to Los Angeles, Cal., layoff figures were the lowest in Ford history.



3. STOCK PILE. At "The Rouge" foundry, men and machines were kept busy manufacturing and storing sixty thousand cylinder blocks, shown above stacked nine high along entire south end of building. Foundry worked three weeks out of five during the change-over. It was one of many ways Ford planning avoided layoffs—and brought steadier employment and more wages to Ford workers.



5. NO LAYOFF. During the change-over, Joe Lucas, with Ford since 1928, was transferred from the assembly line to Plant Maintenance, under Foreman A. F. Zulewski. He was one of thousands kept employed by such planned moves. Ford believes such planning pays off—with steadier employment and more security for Ford employees, more efficient operation for the company, and better economic health for the whole nation. That's the Ford way.



6. VACATION WITH PAY. That's Ed Aldrich, Motor Mechanic at the Lincoln Plant, with Alice his wife and Alice his daughter. He went to Miami to visit his father during the change-over—one of many employees who elected to take their paid vacations during the idle period. Such careful planning for the future is part of the Ford way of doing business—to benefit employee, employer, and the nation.

"We have a life of comfort and independence

with the income from dividend-paying stocks I bought in my wage-earning years"

Samuel G. Johnson
THOMASTON, CONN.

This is the story of an immigrant boy's climb to financial independence... of the rewards he earned by his thrift and by his confidence in American industry.

In an unsolicited letter to the New York Stock Exchange, Mr. Johnson says: "I know there are countless people like myself who have benefited from the existence of a national market place for securities, where anyone can buy ownership shares, in whatever number desired, in America's greatest companies."



1. "I landed in this country June 1, 1900, at the age of 17. I had nothing but the clothes on my back. But I had learned the trade of iron-worker, and worked at it right up to my retirement a few years ago."



2. "Mrs. Johnson and I were married in 1913. We have three sons and two daughters—all of them fine Americans and we are indeed proud of them."



3. "A stamp collection is one of my hobbies. But my greatest satisfaction comes from digging out facts about investments, looking for stocks of good companies that I think are selling for less than they're worth."



4. "Years ago we started looking ahead to the day I could stop work and still have a comfortable life. We decided we could do it by putting part of my wages into stocks and bonds of companies that would then be working for us. We have accumulated many different investments—most of them common stocks. Our entire income today comes to us regularly from those investments."



5. "We get about 7.5% return on the money we have invested—not counting the increase in market value of our securities, which has always been important to us. We are not rich... but our income provides everything we need or want. We have a satisfying life."

INVESTING FOR INCOME

The industrial strength of America is represented by the hundreds of nationally-known companies which have their stocks and bonds listed on the New York Stock Exchange. Many of these companies have records of dividend payments extending back 25, 50, 75 years

and longer...and their stocks today are yielding from 5 to more than 8 percent.

To all who would invest their surplus funds productively, Member Firms of the New York Stock Exchange, in 372 cities across the country, cordially offer their professional services.

Invest wisely...through a Member Firm of the
New York Stock Exchange

LIFE CONGRATULATES CONTINUED



JOHN CUNNINGHAM

On Oct. 25, in a casual tweed suit, Group Captain Cunningham climbed out of a four-engined jet airliner in London to be surrounded by a milling airport throng. He had just flown the 36-place airliner (top), without passengers, to Castel Benito, Tripoli and back (2,890 miles) in six hours and 36 minutes, a new speed record (452 mph) for commercial airliners.



ERNE ST. CLAIRE

This Portland, Ore. fisherman set a new world's record for big fish taken on light tackle when he managed to land this whopping 53-pound, 3-ounce king salmon. St. Claire used a 6-foot, 3½-ounce spinning rod and a 6-pound test braided spinning line. He fought the fish for two hours and 55 minutes, finally dashed into the water, clothes and all, to land it.

CONTINUED ON PAGE 37

Pillsbury took it to heart

when you said you wanted pancakes lighter!

Maybe you, yourself, have heard people say—*isn't there some way to get really light pancakes?* Now there *is* a way! Over the years, Pillsbury has developed this pancake mix, step by step, until now it is the one mix in America that gives you pancakes so truly light and fluffy. Delicate, tender. Rich, golden color. Such tempting flavor! (Such convenience, too. You just add milk.) So—help yourself to these lighter Pillsbury pancakes soon!

It's another great mix from Pillsbury Mix Headquarters. Wonderful for waffles, too. And for good old-time buckwheats with new lightness get Pillsbury Buckwheat Mix.

LIGHTER PANCAKES ARE HERE!



Man or boy—they get all excited when they sit down to a stack of pancakes. Why hold back? Let 'em at these lighter Pillsbury pancakes.



*You and Ann Pillsbury
can make a great team*

Ann Pillsbury has developed a new lightness in pancakes, and has kept all that old-time goodness, too. Now, with this mix, it's easy for you to make really light, delicious pancakes every time.



Pillsbury PANCAKE MIX



3 Original Rogers Silverplated Teaspoons. Exclusive Lady Ann pattern—only 50¢ and 6 coupon values. Send to Pillsbury, Box 150, Minneapolis, Minn. Write for free premium booklet on Pillsbury Premium Plan. Savings up to 50% on complete silverware service and other valuable articles. Extra-Value coupons with all Pillsbury packages.

Durkee's own

IS BETTER



PROVE IT YOURSELF...



Grade AA Contest Rules

1. This is a Durkee Margarine naming contest, starting October 10th and ending December 10th, 1949. Contestants are to submit names which, in the opinion of the judges, are appropriate for Durkee's own Grade AA Margarine.

2. The 27 names which are judged to be most appropriate and original, will win prizes.

3. No names submitted will be considered for a prize unless accompanied by the part of the Durkee Margarine carton which shows the Grade AA stamp (or a reasonable facsimile).

4. Each contestant may submit as many names as desired. However, each must be on a separate sheet of paper on which must appear complete name and address of sender, and the name and address of the store which supplies your Durkee Grade AA Margarine. Also, each name submitted must be accompanied by the Durkee Grade AA stamp (or a reasonable facsimile).

5. The 27 winners will be announced in Life Magazine during January. They will also be notified individually by mail.

6. The decision of the judges will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned but will become the property of Durkee Famous Foods.

7. Employees of Durkee Famous Foods, their advertising agencies, contest judges and families cannot participate.

8. All entries must be postmarked before midnight December 10, 1949, and mailed to Durkee Famous Foods Contest, Post Office Box 1080, Chicago 77, Illinois.

9. All entries will be judged by the R. L. Polk & Company, Chicago, Illinois, whose decisions will be final.

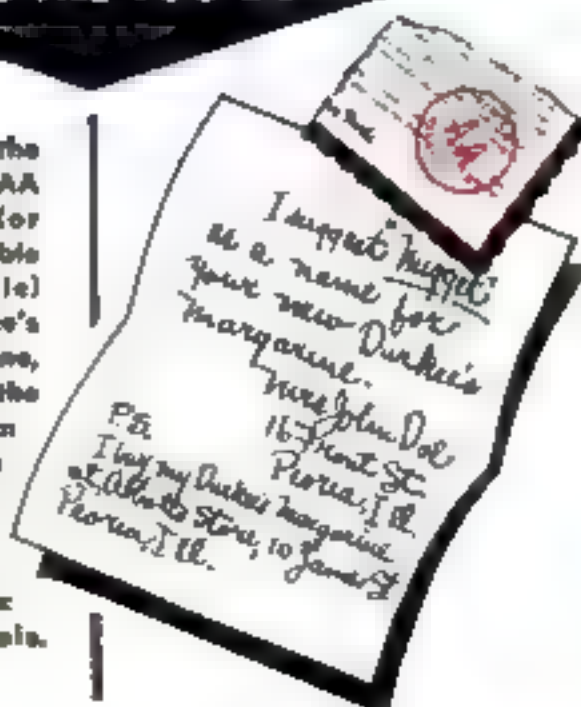
10. It is understood that in the event that a first prize award is made to a resident of a community where restrictions or other conditions prevent the erection of a prefabricated house, Durkee Famous Foods reserves the right to make the alternate first prize award of \$10,000 in cash to the winner.

IT'S EASY!

HERE'S ALL YOU DO



Send in the GRADE AA Stamp (or reasonable facsimile) from a package of Durkee's New Grade AA Margarine, together with a letter (or the official entry blank from your grocer) upon which you have written the name you wish to submit. Mail to Durkee Famous Foods Contest, P. O. Box 1080, Chicago 77, Illinois.



ENTER DURKEE'S NEW MARGARINE NAMING CONTEST—

\$26,000 IN PRIZES

TO 27 WINNERS

(1st) **LUSTRON HOUSE** . . . VALUE \$15,000
(*delivered and assembled)
AND LOT \$1,000 } **OR \$10,000 CASH**

(2nd) **PACKARD "STANDARD" 4-Door Sedan****
(delivered)

(3rd) **PACKARD "STANDARD" 2-Door Club Sedan****
(delivered)

and 24 other valuable prizes consisting of:

5 **WESTINGHOUSE TELEVISION SETS**
(10" Screen) with NEW ELECTRONIC MAGNIFIER

6 **WESTINGHOUSE ELECTRIC RANGES**
Model ES 64-49

4 **WESTINGHOUSE LAUNDROMATS**
Model L-4

4 **WESTINGHOUSE REFRIGERATORS**
7-R. DeLux Model

3 **WESTINGHOUSE ELECTRIC COMFORTERS**

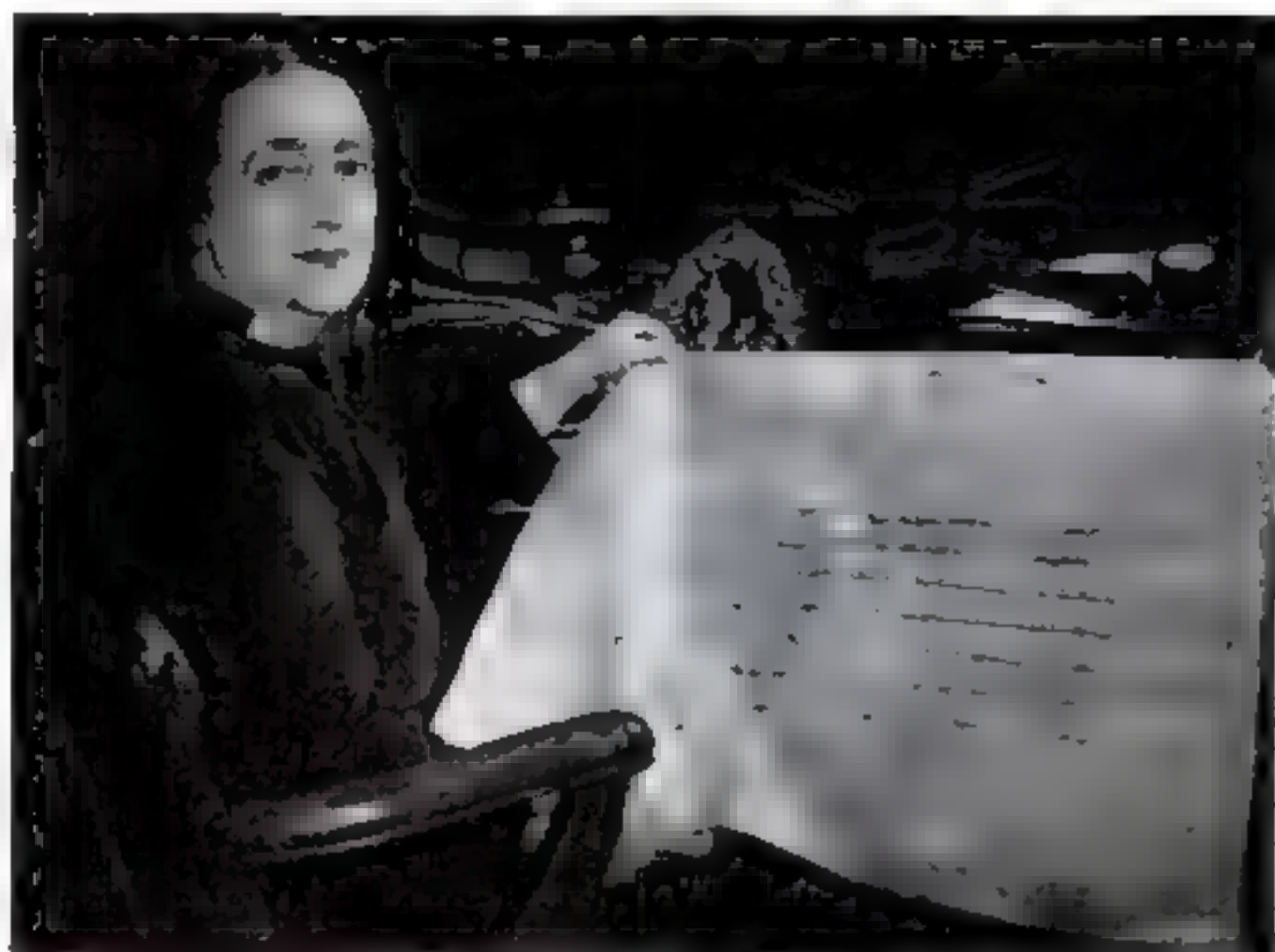
2 **WESTINGHOUSE ELECTRIC ROASTERS**



*See Rule No. 10.

**Winners of the Packard automobiles will be allowed selection of colors and special rates on Packard accessories.

© 1949, The Glidden Company



ANTOINETTE K. GORDON

One day in March 1947 Mrs. Antoinette Gordon, Tibetan expert at New York's American Museum of Natural History, composed a very proper letter to the 13-year-old Dalai Lama (left): "Your Reverence,



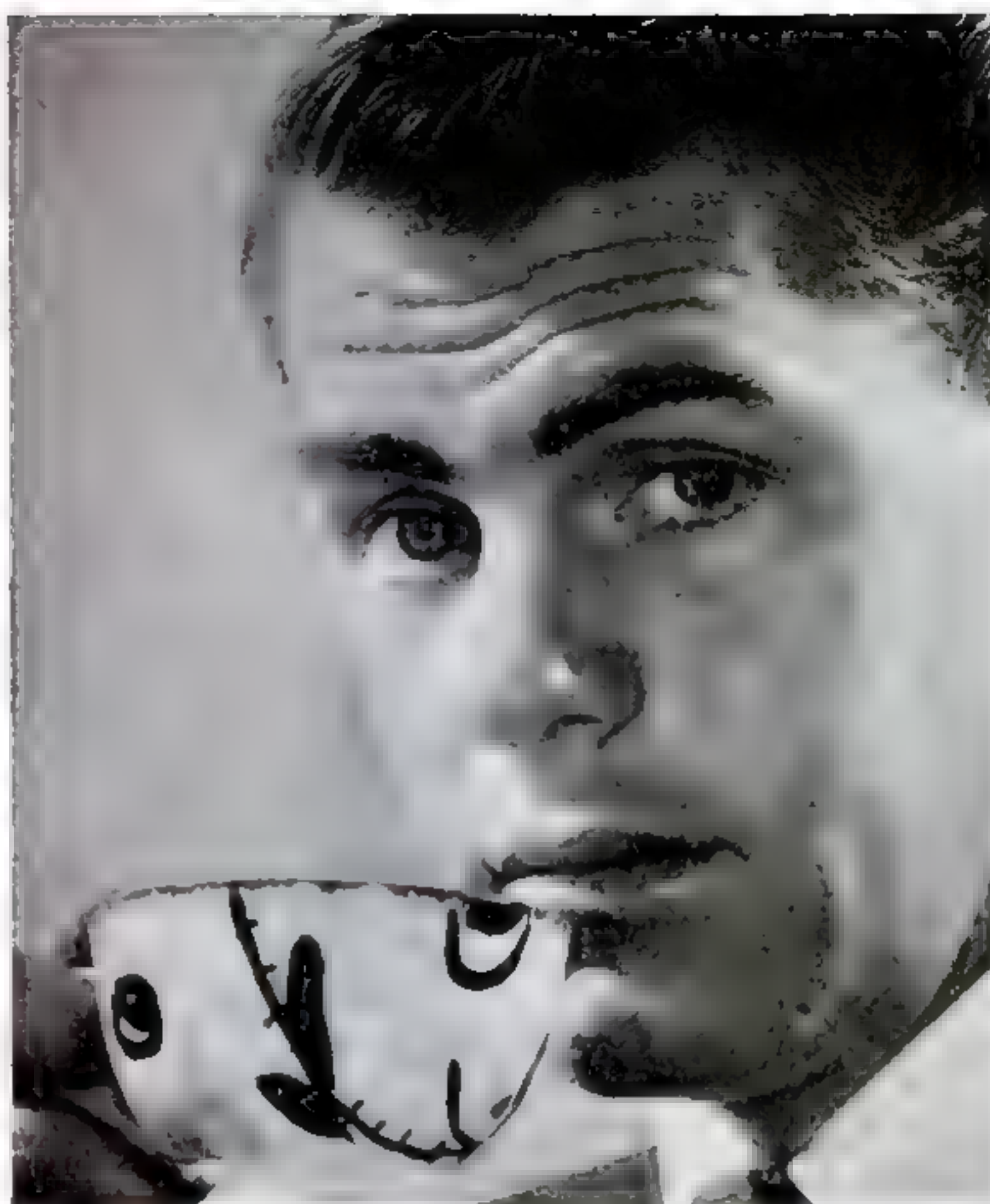
in your compassion, I beg you to forgive my temerity. . . ." She explained she was sending him her book, *The Iconography of Tibetan Lamaism*, and concluded, "I put my head at the feet of the Holy One and pay homage." Last month Mrs. Gordon got an answer from His Holiness, now 15. His reply, laboriously written in Tibetan script on parchment 26 inches square (above), said he had prayed for her book's success and hoped she would be able to write him again. An accompanying note sealed

by four grand secretaries explained the delay: they sent his answer out of Tibet by couriers more than two years ago, but when it reached New York the U.S. Post Office returned it because the address was faulty.



SEVERIN GEORGE PATRICE LESUR

This beaming little man, wearing the smock and old broad chapeau of a poultry porter in Paris' great central market, is showing off his latest honor: a French award making him Officer of the Order of Social Merit. At 60, M. Lesur won that rank because he is France's leading blood donor. Since 1933 he has given (or sold at small fees) 135 pints, enough to empty his own bloodstream about 10 times. The 19 medals pinned on his sturdy chest, and the diplomas behind him, are other reminders of the gratitude of French and Belgian officialdom and medical societies. Despite the drain on his strength, M. Lesur is still robust and intends to go right on with blood-letting. But he will probably never equal the world's record set by Edward ("Spike") Howard (*LIFE*, Feb. 28, 1938) of Philadelphia, who gave 1,100 pints before he died at the age of 68.



Do you think you're drinking too much coffee?

IT SEEMS that no matter how much people love coffee, they usually worry about drinking too much of it.

You probably do yourself.

And it's only natural—when you realize how the caffeine in coffee can upset people.

So whenever you find yourself feeling nervous and jittery or sleepless at night you probably check up on how much coffee you've had.

Maybe you are being affected by the caffeine in it. Maybe you ought to stop drinking it altogether . . . or at least cut down on it.

Luckily, there's an easier, pleasanter solution.

the satisfying flavor, with all the bracing cheer, that only real coffee . . . and only fine coffee . . . can give.

REAL COFFEE—97% CAFFEIN-FREE

You can drink as much Sanka as you want—any time you want. For Sanka Coffee is 97% caffeine-free. There's no need to limit yourself . . . no need ever to go without the pleasure of a good cup of coffee.

Start drinking Sanka and see for yourself. You have nothing to lose, and possibly a great deal to gain.

DRINK SANKA COFFEE

Sanka is a real coffee . . . a delicious-tasting coffee—that you can drink and enjoy without worrying.

Sanka is rich and full-bodied, with all

Sanka Coffee

Real coffee with the worry taken out.
Drink it and sleep!



Products of General Foods

PROTECT your child from 'family' colds . . . use DIXIE CUPS in your Bathroom



Self-Dispensing Holder for your Bathroom Wall

Easy to install, this beautiful clear plastic holder gives you a single Dixie Cup every time you reach for it. Holds a box of 60 cups at each filling.

Combination Offer

2 boxes of Dixie Cups (120 Cups) **\$1.89**
AND Self-Dispensing Wall Holder



★
**HEALTH
PROTECTION FOR
LESS THAN 1¢
A DAY!**
★

When you and your child drink from the same unwashed bathroom tumbler, you risk catching each other's colds. Besides the toothpaste and lipstick stains, there often are dangerous germs on the rim. Get rid of it. For now you can have the same kind of health protection you find in offices everywhere, at soda fountains, on trains. Dixie Cups are now available in bathroom size for the home.

Now you can keep down the spreading of colds from one member of the family to another.

Inexpensive, too!

Dixies are economical to use. Sealed boxes, containing 60 Dixie Cups (bathroom size) usually sell for 26 cents.

IN YOUR BATHROOM

- Always a clean inviting Dixie Cup within reach!
- Stops spread of colds and mouth-borne diseases!
- Ideal for taking pills, mixing medicines, rinsing mouth!
- Can't break—no more danger from broken glass!
- Guests will appreciate your thoughtfulness!

IN YOUR KITCHEN

- So handy when children rush in for drinks!
- Helps keep other's sickness from striking your home!
- Perfect for between-meal snacks!
- Saves dishwashing—no clutter of glasses at your sink!
- Pays for itself in doctor's bills saved!

NOW ON SALE at leading Department Stores
Grocery Stores • Drug Stores • Chain Stores
Hardware Stores • Gift Shops

If your dealer cannot supply you, USE THIS COUPON

DIXIE CUP COMPANY, EASTON, PA.

I enclose { Check
Money Order } for \$1.89 for combination
Package of Wall Holder and 120 Bathroom size Dixie
Cups.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Name and Address of Dealer from
whom I would like to buy my refills. _____



BOX OF 60 REFILLS



STANDING IN THE BOTTOM OF A MECHANIZED MILKING PEN, THE OPERATOR MOVES LEVERS TO SEND THE MILK ALONG PRODUCTION LINE DIAGRAMMED BELOW

FRESH MILK FROM CANS

Packed by cow-to-container process, it stays sweet without refrigeration

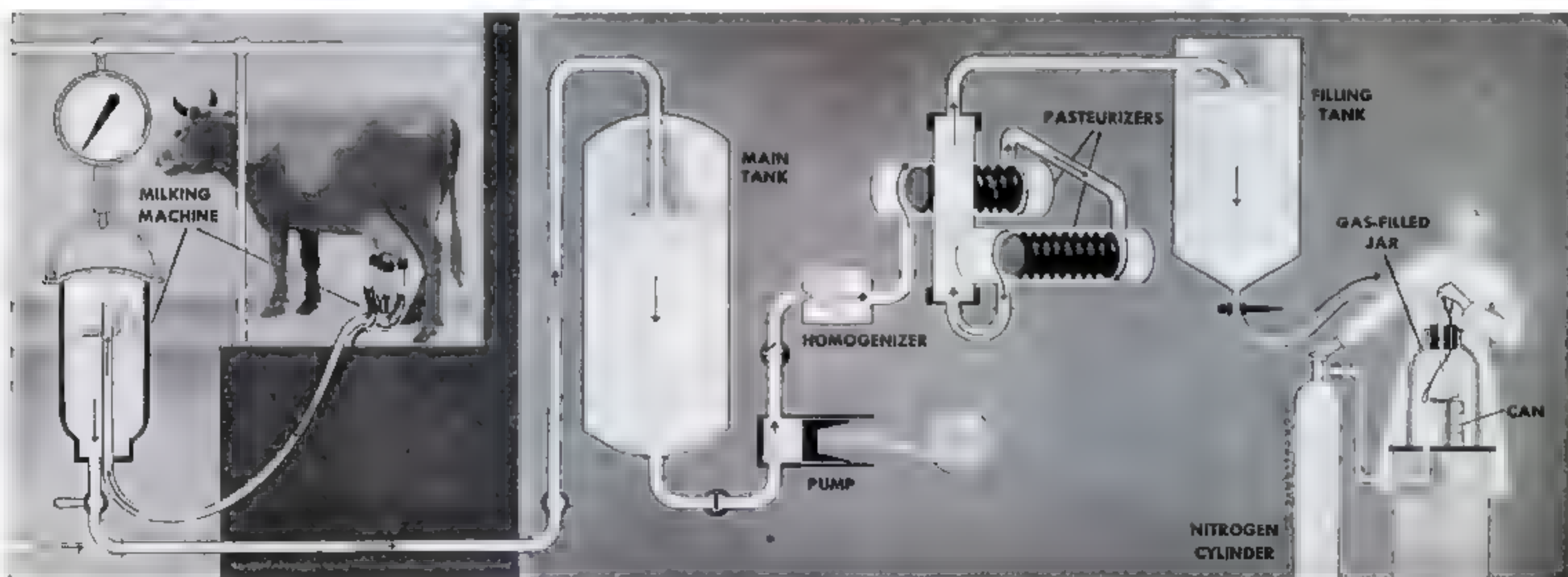
The most revolutionary development to date in the U.S. dairy industry is a new canning process whereby milk can be kept fresh for months without refrigeration. This long-sought solution to the industry's vast shipping and delivery problem is being tested on a farm at Valparaiso, Ind., where two veteran dairymen have built a machine that pumps milk straight from cow to can (below). Protected from germ-laden air, the milk remains pure indefinitely inside its sealed container. After

being stored for nine weeks at room temperature, samples from early batches tasted fresher than bottled milk.

Because the canned milk will be cheap to ship and store housewives presumably will pay less for it and farmers will be paid more. Transportation tie-ups will cause neither spoilage nor shortage. It will be some time, however, before consumers and producers will reap the benefits of milk in cans. The process must be revamped and new plants built which are equipped for mass production.



CANNED MILK is tested for freshness after being stored for more than 60 days.



CANNING PROCESS, continuous from cow to container, begins when milk passes from the milking machine into main tank. Pump sends it through homogenizer and

pasteurizer and into the filling tank. Milk is then fed into can by tube in jar which is filled with nitrogen to keep out air. Wire through hole in cork pushes lid to close can.

SALON-SAFE FOR HAIR THAT LACKS "BODY" SALON-SMART FOR EVERY HEAD

Here's a new, gentler home wave that's safe for even the soft, fine-textured hair that lacks "body"! Yet this home wave is efficient enough to give strong, deep, luxurious waves that really stay in and hold up!

It's the new, improved Richard Hudnut Home Permanent! With it, you use the same sort of preparations...even the same improved cold wave process found gentlest and best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, cream waving lotion. No worry about being able to do a good job. If you can roll your hair on curlers, you'll manage beautifully!

There isn't a more luxurious, softer, more natural-looking home wave for any head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Doesn't dry hair or split ends.
3. Fast and easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Reprints for Advertising by the Journal of the American Medical Association.

New! Improved!

Richard Hudnut
Home Permanent



Just follow the crystal clear directions for the simplest, easiest, most successful home permanent ever.

Canned Fresh Milk CONTINUED

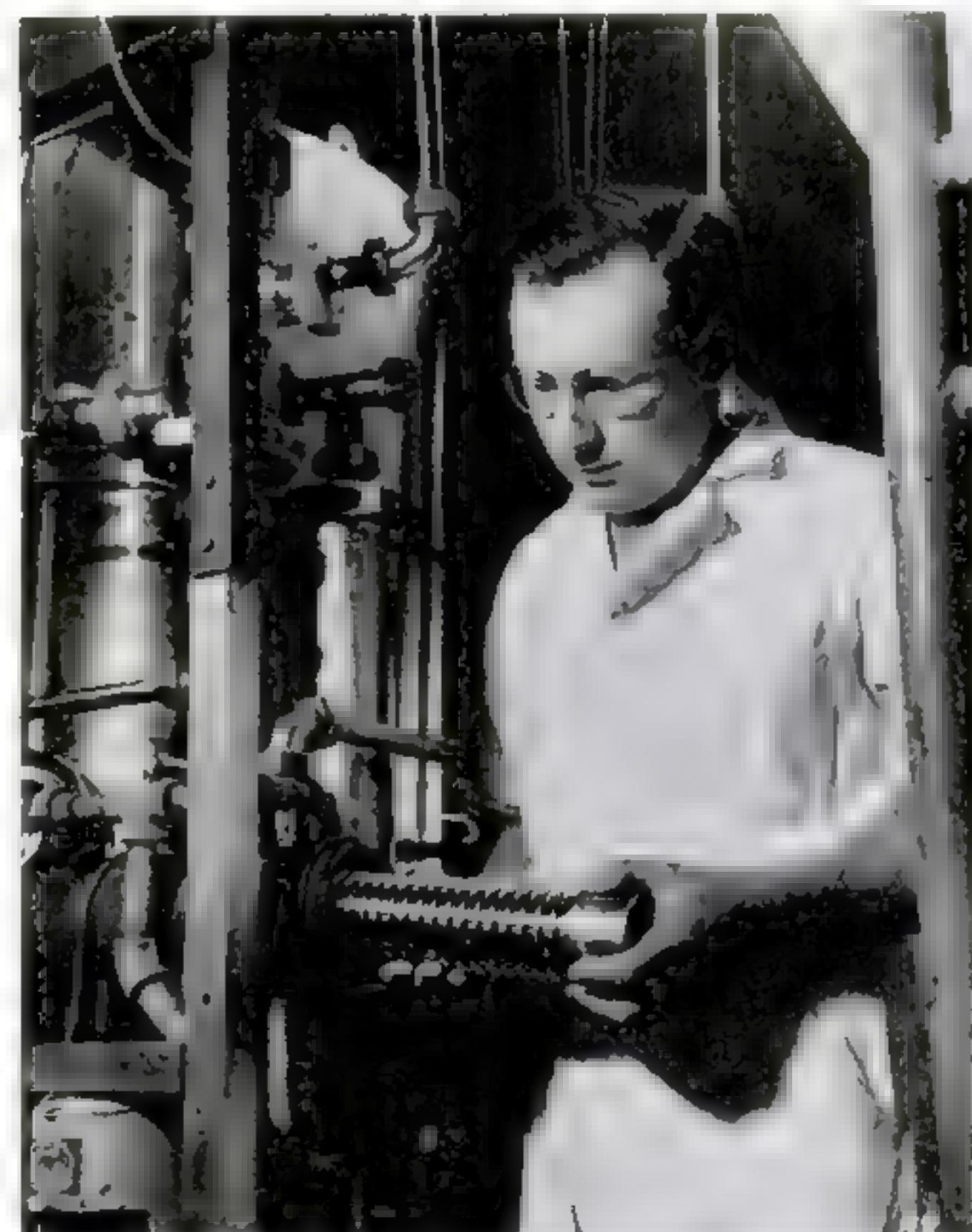


JOHN STAMBAUGH (LEFT) AND DR. ROY GRAVES DEVELOPED CANNED MILK

PROCESS ELIMINATES BACTERIA

Previous attempts to can fresh milk have always failed because the equipment was not sufficiently airtight. Airborne bacteria multiplied and turned the milk sour inside the cans, while the prolonged heating during pasteurization decomposed it still more. The new method keeps it completely pure and sterilizes it with a new kind of pasteurizing unit (*below*) which heats and cools it so quickly that it does not have time to deteriorate.

Fresh canned milk is much more easily digested than ordinary pasteurized milk. It retains its original Vitamin C content at nearly full strength for weeks after it is canned while bottled milk loses it within 48 hours. As to its economic advantages, they will depend partly on the expense of large-scale canning, which has still not been determined. However the gradual elimination of special railway cars, tank trucks, cold-storage facilities and house-to-house distribution could reduce the cost of handling milk from the present 5¢ per quart to about one cent.



PASTEURIZING UNIT has steam-heated grooved core around which the milk circulates at great speed. At 270° the milk is pasteurized in 20 seconds.

CONTINUED ON PAGE 52



One of Warner's exclusive A'Lure bras... A'Lure #1090 with A'Lure elastic undercups and 1 cup-to-closure, all-around-elastic bands. Cups are topped with whisper-weight nylon marquisette. White, \$3.00. Other A'Lures from \$2.50 to \$9.50.

You needn't be breathless to be breathtaking

Warner's and only Warner's make the wonder-working, uplifting all-around-elastic A'Lure bras... in short line styles as shown, in long line styles that hug your diaphragm, and in a stay-put strapless.

Oh, the wondrous, heavenly feel of Warner's stretchable, elastic A'Lure bras... as exclusively yours as they are Warner's. That's because Warner's original A'Lure bras are made with that famous

A'Lure elastic that has a comfy way of hugging every inch from cup-to-closure... expanding easily when a deep breath adds *more* inches.

It's honestly no stretch of the imagination when women say they're the most comfortable lovelies they've ever worn. Remember—A'Lures are 3-Way-Sized in *cup*, *band* and *uplift* like all Warner's bras. At finer stores.

WARNER'S
3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LY CANT • WARNERETTE • STA-UP-TOP
"FREE-LIFT" • REDFERN • A'LURE • Reg. U. S. Pat. Off.
The Warner Brothers Company, New York 16, Chicago 6, San Francisco 8

I Wear False Teeth

yet my mouth feels
fresh, clean and cool

No "DENTURE BREATH" for me*



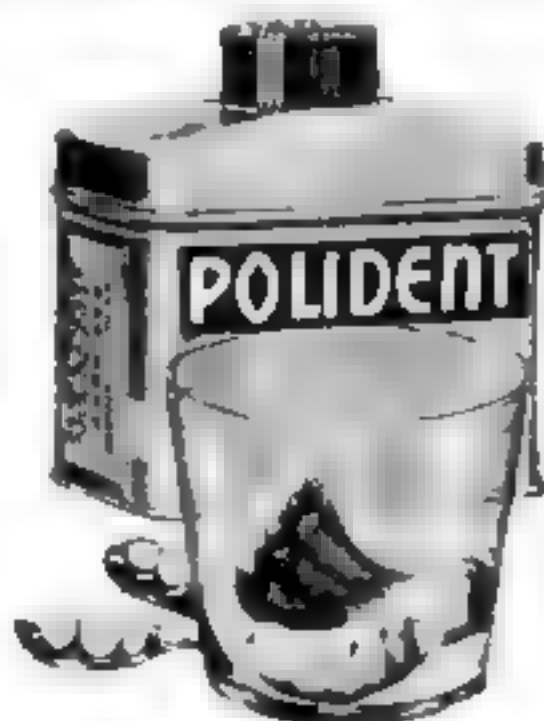
*"I know that dental plates that feel hot and sticky are a warning sign . . . so I soak my plate in Polident to avoid Denture Breath."

Mrs. C. W. A., Dayton, Ohio

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

POLI-GRIP

Recommended by POLIDENT

Canned Fresh Milk CONTINUED



TASTE TEST is made by eight housewives who sample milk from cups labeled A and B and pick the best. They are not told which contains canned milk.



COMPARING TASTE, Mrs. Martin Salmon has difficulty deciding which milk seems freshest. Like most of the testers she finally chose the sample in cup A.



RESULTS OF TEST are shown in group of eight cups at center of the table. These are the cups the women preferred. The A cups contained canned milk.

Very personally yours

Be your smiling self whatever the day—even when your calendar threatens to dishearten you. Because with the new, softer Kotex you can be free of so many aggravations . . .

Sure of softness that actually lasts; holds its shape, to give you comfort and security that won't fail. For Kotex is made to stay soft while you wear it.

Of course there's no hint of telltale outlines. Worry is a forgotten word, with those special flat pressed ends of Kotex—and the exclusive safety center, padding extra protection. So you see . . .

Comfort and self-assurance and Kotex go together. Discover how perfectly your choice of Regular, Junior, Super, is suited to your needs. Helps you preserve the happy-hearted confidence that is very personally yours



Don't tell



*more women choose Kotex**

than all other sanitary napkins

Millions of bottles are bought
by men who like that

*clear
clean
taste*



No one has ever been able to put into words the taste of a slice of prime roast beef or of a cantaloupe or a drink of fine whiskey . . . but we think this picture of Bill Honeybee at his morning sip of nectar comes mighty close to explaining what we mean by PM's "clear, clean taste". Order PM this p.m. and you'll know why millions of men insist on PM day after day.

PM
BLENDED WHISKEY



National Distillers Products Corporation, New York, N. Y. Blended Whiskey. 86 Proof. 67½% Grain Neutral Spirits.



OLD PRINT SHOWS MARRIED COUPLE (CENTER) KNEELING ON POINTED STONES TO SWEAR THAT THEY HAVE TOLD THE TRUTH ABOUT THEIR HAPPY MARITAL LIFE

TRIAL OF THE DUNMOW FLITCH

Britain rewards connubial bliss

The whimsical antics of otherwise staid British married couples shown on these pages have been a tradition of Dunmow, Essex for over 700 years. Chaucer, among many other poets, referred to it in a couplet from *The Wife of Bath's Prologue*:

"The bacon was nat fet for hem, I trowe.
That som men han in Essex at Dunmowe."
The custom represents a sort of reaffirmation of the marriage vows: if a couple can prove to the satisfaction of a judge and jury (composed of spinsters and bachelors) that they have been living happily together for more than a year and a day,

they are presented with a flitch, or side, of bacon.

This homey tradition was started by a young lord in the 12th Century who married a commoner and, having proved after a year that he was happy with her, was given the flitch by the Prior of Dunmow. In wartime Britain bacon was too scarce to give away, but this year New Zealand provided enough for four gammons, or parts of a flitch. With due pomp and circumstance, four couples stood before the court and, having successfully survived the cross-examination of the attorneys, were happily carried off by the crowd (*next page*).

IN MODERN VERSION (BELOW) STONES ARE LESS PAINFUL. FOUR COUPLES KNEEL AS JUDGE (BEHIND MIKE) READS OATH AND CHAPLAIN (WITH GLASSES) LISTENS



PAL BEATS OTHER BLADES
All Hollow...
BECAUSE PAL BLADES ARE
Hollow Ground

LIKE THIS



Pal Hollow Ground — ground like a master barber's razor

NOT LIKE THIS



Usual Blade — ground like a jackknife

...and now they're improved and better than ever because they're protected from factory to you in revolutionary new plastic **ZIPAK** dispenser.



ZIP!

a factory-fresh blade, untouched, unwrapped, delivered to your razor double-quick! No dulled edges from unwrapping

SINGLE EDGE

DOUBLE EDGE

same low prices

44 for 98¢

21 for 49¢ 10 for 25¢
 Pal still gives you 4 blades for 10¢, regular package

FOR INJECTOR RAZOR USERS:

PAL HOLLOW GROUND INJECTOR BLADES
 IN MAGAZINE DISPENSER
 FIT YOUR INJECTOR RAZOR PERFECTLY



VASTLY BETTER!
 COST LESS!

compare! **20 for 59¢** 10 for 39¢
 6 for 25¢ (Trial Size)

Pal takes the "H" out of **HAVING**
 ...and leaves you a **SAVING!**

© Pal Blade Co., Inc., 43 W. 57th St., N. Y. 19.
 Wherever fine blades are sold—including drug, variety chain, hardware, tobacco, department stores.

Dunmow Fitch CONTINUED



IN 1751 artist recorded crowd of 5,000 watching happy couple (center) ride in sedan chair amid gay festivities from the church where they got the bacon.



IN 1949 couples are paraded down Market Street, with the bacon (left) held aloft on poles. Aspirants were chosen by questionnaire from all over England.



OLDEST COUPLE, Mr. and Mrs. George Hunt, proudly show their fitch. They had been happily wed 43 years. Their recipe: "Silence, to prevent rows."

BRIMFUL OF SUNSHINE and the glowing health of Florida!



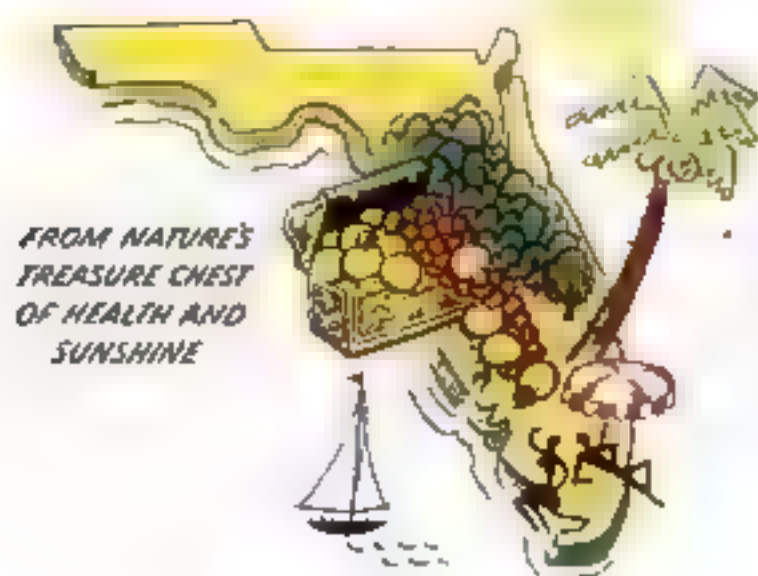
This luscious orange juice does plenty
in helping you feel your very best!

Ready to serve—easy to keep! In handy cans, all ready to serve—and easy to keep, here is the true fresh juice of plump, juicy Florida oranges—with that delicious natural orange flavor and goodness that come only from Florida—packed full of natural vitamin C, and with other minerals and vitamins. This luscious can of Florida's sunshine direct from Florida is a real help as

an energy builder, and it's a delightful treat!

Help keep your costs down and health up! Just look at the welcome economy price of this healthful juice today. What a bargain in deliciousness, convenience, and health! Don't delay. Treat your family to Florida orange juice today—and every day. Don't let a day pass without it!

FLORIDA CITRUS COMMISSION • LAKELAND, FLORIDA



FLORIDA CANNED ORANGE JUICE



NEHRU IN THE U.S.

Everybody from the President to a taxi driver takes part in grand welcome for India's premier

by WINTHROP SARGEANT

LAST week the most important man in Asia, Jawaharlal Nehru, Prime Minister of India, was busy receiving a U.S. welcome that for variety, quantity and simple anxiety to please was probably unmatched in the history of American hospitality. It was partly a tribute to the rising power and independence of his nation in world affairs; but it was also a tribute to a personality whose reputation for suavity, culture and refinement of mind was something rather special in the world inhabited by today's great national leaders. Congressmen polished up their best oratory and one of them even murmured poetic phrases from Tennyson and Elizabeth Barrett Browning. Officials of the State Department acted as though they were walking on eggs and did considerable worrying lest Nehru's hosts attempt to match his cultivated Cambridge accent instead of relaxing and acting like plain home-spun Americans. Nehru, they had heard, disliked Americans who aped the British. Nehru made speeches before both houses of Congress, visited the Library of Congress and the National Gallery of Art, where he admired a Botticelli and a Murillo, inspected the State Department and went to a National Press Club dinner.

Within a few days the ice was broken. The slight, gray, bald-headed but young-looking ruler of 337 million Indians allowed unmistakable gleams of pleasure to break through his scholarly reserve. He moved on to New York, where he climbed the Empire State Building, got an honorary degree from Columbia University, attended dinners with industrialists and literary teas, and spent a considerable amount of his time somewhat anxiously roaring around in the wake of a huge escort of Mayor O'Dwyer's motorcycle cops.

Bankers and contraltos

NO matter how hectic the pressure of official and unofficial ceremonies and dinners became, it was evident that the little Pandit could take it and that he was determined to learn as much about America and about as many kinds of Americans as he could possibly cram into his month-long schedule. He talked to the Chase National Bank's Winthrop Aldrich and to Negro Contralto Marian Anderson. He spent half an evening with the U.M.W.'s Walter Reuther who had come from Detroit to see him. He shook hands with Theologian Reinhold Niebuhr and discussed show business with Oscar Hammerstein II, who offered him the remarkable honor of some tickets to *South Pacific*. Occasionally his face lighted up with well-bred astonishment. "I was told," he remarked quizzically to a companion, "that American businessmen were hard-headed. I find some of them quite sentimental." Now and then the Pandit's own strain of Oriental sentimentality came to the surface in a way Americans do not ordinarily associate with politicians. "I look into the eyes of the people," he said with characteristic candor, "and I see kindness everywhere." Before Pandit Nehru left New York for Boston and Canada, he confessed to only one dissatisfaction, and that was over the fact that there were still varieties of Americans he had not yet seen and talked to.

While Pandit Nehru was busy trying to fathom the contours of the U.S. psyche, many U.S. policy-makers and plain citizens were trying to fathom Pandit Nehru. That he was one of the most likable foreign emissaries who had ever visited this country was obvious. But behind the ingratiating spectacle of his visit there lay certain cold economic and political questions whose answers might prove very important to the immediate future of the world. Nehru, though he hardly mentioned such things, was presumably inter-

CONTINUED ON NEXT PAGE



AT NIAGARA FALLS on his trip to Canada, bareheaded Nehru wears a slicker while seeing the Falls from the excursion boat *Maid of the Mist* with Canada's Secretary of State for External Affairs, L. B. Pearson (left), and Ontario power commissioner Robert Saunders.



IN NEW ENGLAND he speaks to Wellesley College students (above), who crowd around and even perch in the treetops to see him better, and at Boston's Logan Airport (below) he obliges Taxi Driver John Butler, who wanted picture, by posing happily with him arm in arm.



IN
TAXI

Always
Dependable



ALWAYS FINEST QUALITY

Wherever you drive—Coast-to-Coast—you can get the last word in battery quality . . . starting power at its best! Stop at the Sign of Friendly Service today for a famous Mobil Premier Battery . . . guaranteed by the makers of Mobilgas!

Mobil Battery



See Your Mobilgas Dealer

for Battery Quality Every Time . . . Battery Service Any Time

MOBIL-VACUUM OIL CO., INC., and Affiliates; MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

NEHRU CONTINUED

ested in certain items with which a friendly U.S. could help the development of his newly independent India—notably wheat, machinery, private capital and industrial know-how. Despite State Department silence, the U.S. was quite openly interested in getting a friendly India on its side in the cold war with Communist Russia. The reasons for this interest were evident enough. The general breakdown of U.S. policy in China had made it imperative that we take a stand somewhere else in Asia to help stem the advance of world Communism. The geographical position of India, lying squarely across the feasible air routes between Europe and southeast Asia, combined with its enormous population, its area and its comparative political stability to make it a powerful and valuable Asiatic friend. Nehru himself, though he had once had strong Marxist sympathies and was still inclined toward socialism, had shown by his stiff treatment of India's own Communist party that he was stubbornly opposed to any meddling by the Kremlin in the internal affairs of his country. Would Nehru join the free nations of the world in a concrete policy aimed at containing further Communist aggression? This question was in many minds and was, in fact, put squarely up to the Pandit by many of the people he talked to.

Pandit Nehru's polite and charming answers, which appeared in many speeches and private conversations, had a way of challenging the conventional ideas of his interlocutors while leaving them somewhat in the dark about what he was actually prepared to do. It was difficult to pin him down on specific points. But his general attitude was expressed roughly as follows: Nehru deplored the cold war, which he attributed to a growing "fear complex" which he thought might easily plunge the world into a genuine war. He deplored the present "colossal expenditure of energy and resources on armaments." He agreed quite frankly that international Communism was an unscrupulous movement whose leaders could not be trusted. He even agreed that Communism and capitalism could not long survive together in the same world; but he took what seemed a remarkably detached view of the present East-West conflict, indicating that he believed the long-term winner would be "the society which delivers the goods materially and spiritually." As the foreign minister as well as the prime minister of his country, he pointed out that Asia's problems were not comparable to those of Europe and the U.S.

Communism vs. Imperialism

THE strength of the Communist appeal in Asia, he said, was part of the fervent desire for national independence in peoples who were sick and tired of being dominated by European imperial powers. His thesis was that once the remaining vestiges of imperial domination in Asia were removed, there would be a chance for orderly progress—and when that came the machinery of Communist organization would wither from disuse. "When man's liberty or peace is in danger," he stated, "we cannot and shall not be neutral." But evidently he did not regard Asiatic Communism, at the present moment at least, as any overwhelming threat to man's liberty. The Communist triumph in China he considers a *fait accompli* and basically more of an agrarian revolt than a Moscow plot. That line of thinking, which may be motivated in part by awareness of India's own vast agrarian problem, has already caused him to consider diplomatic recognition of China's new Communist government.

It was easy to understand that Nehru, as a man who has spent more than 13 years of his life in jail in the interests of freedom, should advocate the removal of the last of less savory aspects of Western life from Asia, and from Africa as well. It was not so easy to see just what role he and his new-old nation were now seeking to establish. To U.S. businessmen, whose capital and know-how are desperately needed, Nehru promised government stability and reasonable rewards. In the eyes of the peoples of Asia, India's successful fight for self-government, her cultural heritage and her geographical position all give her increasing prestige. Aware of both worlds, Nehru evidently hoped his country could remain friendly and helpful to the West, to the Far East—and to Russia as well. This view was not so much isolationist as it was detached or neutral. Whether a policy based on it would—or could—work was something else again.

We've rung down the curtain
on Medical Claims...

Old Golds

are made for
Smoking Pleasure Only



For a Treat
instead of a Treatment,
treat yourself to
OLD GOLDS



Mind if we talk about
our **OPERATION?**

ALL YEAR 'ROUND, TRAVEL IS BETTER BY AIR . . . BEST BY AMERICAN!



ONE of the brightest elements in our operation is that we follow the southern "Sunshine Route" across the country.

That's especially important in winter. When things turn cold or snowy further north, you'll find old man Sol spending his winter vacation along the route of the Flagships. No wonder American is the first choice of *all* travelers bound for the Sun Country and California.

Then, too, you'll like the *convenience* of our operation. For, as

the map shows, *American goes where people want to go.*

Take the businessman, for example. We take him to important business centers along the East Coast, in the Midwest, the Southwest, and the far West. There are all kinds of vacation fun, too, in Flagshipland, from the bright lights of Manhattan to the klieg lights of Hollywood.

So no matter where or why you travel—there's always a Flagship going your way, ready to make *every* trip a *pleasure* trip.



AMERICAN AIRLINES INC.

With a touch of the puff...
You're an
Angel Face

THE SWEETEST SURPRISE YOU'VE EVER HAD—brought to you by Pond's! Just a touch of an Angel Face puff—and you have the sweet-tinted, velvety complexion of a very young angel! Pond's Angel Face is *not* a cake make-up—*not* a greasy foundation. Never "mask-y"! Never shiny!

FOUNDATION AND POWDER—ALL IN ONE! Angel Face is a wonderful blend of foundation and powder *together*. Incredibly easy to apply! No watery sponge—no greasy fingertips—no loose, spilly powder. You smooth it on with its own downy puff, and it *stays*—much longer than powder!

CAN'T SPILL IN YOUR HANDBAG! Carry an Angel Face with you *always*—it never spills over handbag or clothes. And you can touch-up or make-up with Angel Face anytime—*anywhere*. No powder-room privacy required!

THEY WEAR IT—AND LOVE IT! Mrs. Nicholas R. du Pont says, "I always carry Angel Face. It smooths on a complete, flattering make-up in just a few seconds—and never spills!" And The Lady Bridgett Poulett says, "Pond's Angel Face smooths on so easily . . . and the velvety color stays on for *hours*!"



Your most flattering face is your Angel Face! Choose yours today from among five soft, lovely shades. Complete with puff, Pond's Angel Face is eighty-nine cents, plus tax.



KATHLEEN DALY INSPECTS AN ADVERTISING LAYOUT, SHEILA JOHN TYPES, MARGUERITE MODELS AND MAUREEN CORRECTS BOOK PROOFS

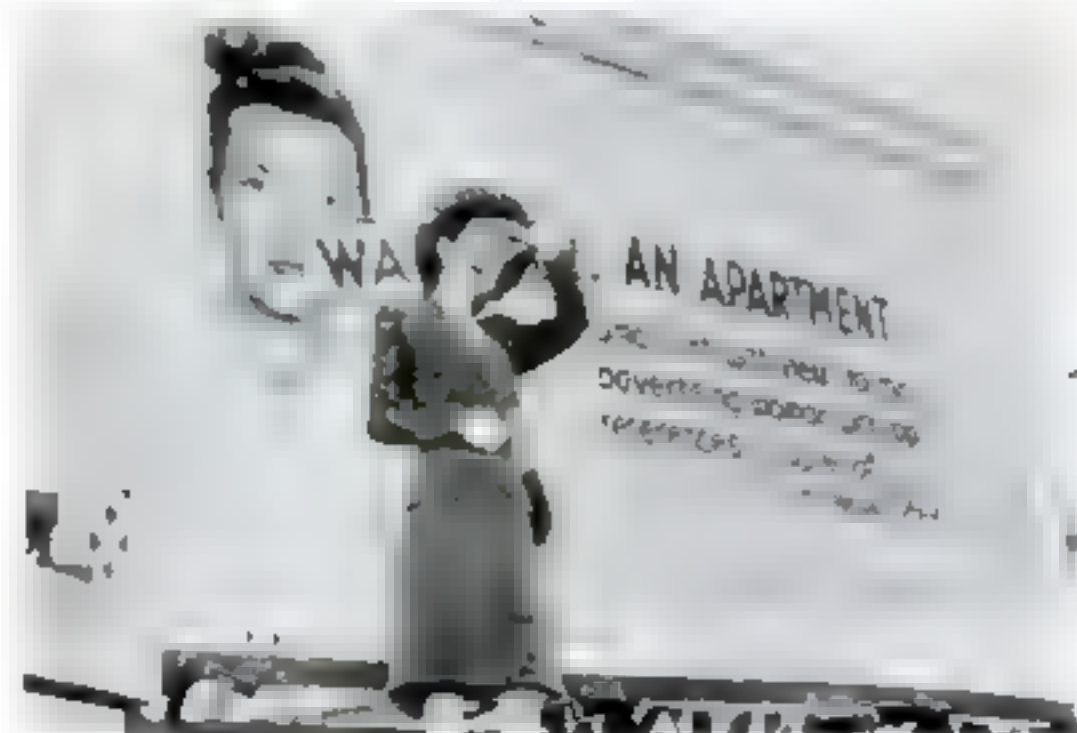
CAREER SISTERS

FOUR DALY GIRLS MAKE \$100,000 YEARLY IN THE ADVERTISING, MODELING AND WRITING FIELDS

The four girls above are one of the most successful sister acts in current U.S. business life, a position they achieved without appearing on the stage or screen, recording close harmonies or posing for home permanent-wave advertisements. They are the Daly sisters. Three of them were born in Ireland, one in Wisconsin. Today, at 32, Marguerite is

a top-flight model for a Chicago department store. Kay, 29, is an account executive for a New York advertising agency. Maureen, 27, lives in Philadelphia, where she edits the *Ladies' Home Journal's* subdeb column, writes some of its teen-age articles and is working on her fourth book. Sheila John, 21, writes a teen-age column for the Chicago

Tribune and 35 other papers and is planning a fifth book of her own. Marguerite and Maureen are also married and raising families. While the girls' careers keep them separated most of the time, they occasionally get together to give each other helpful hints and to discuss the varied activities which now bring them a total of about \$100,000 a year.



ADVERTISING EXECUTIVE Kathleen had this sign put up while working in San Francisco. It got her an apartment.



GIRLS' MOTHER lives with Sheila John in Chicago, reads her columns before they are printed. Mr. Daly died in 1944.

THEY WERE PUSHED UP THE LADDER BY THEIR MOTHER



PARENTS MARRIED IN 1916

In 1915 an Irish bicycle-shop owner named Joseph Daly married Margaret Mellon Kelly, a distant cousin of millionaire Andrew Mellon and a descendant of Mary, Queen of Scots. After their marriage they settled down in County Tyrone, Ireland, where Marguerite, Kathleen and Maureen were born. In 1921, weary of the Irish rebellion, Daly came to the U.S. to be followed a year later by his wife and the three girls.

They settled in Fond du Lac, Wis. ("because Wisconsin looked like Ireland"), and there Sheila John was born. Marguerite, Kathleen and Maureen took lessons from local nuns to correct their thick brogues. Urged on by a solicitous mother, who packed them off to the library every week for a stack of books to study, they developed

a hard-driving momentum which they have never lost.

The first Daly success came to Maureen when, at the age of 16, her short story *Sixteen* was included in the 1938 volume of O. Henry prize stories. Then she rented an office and wrote a novel, *Seventeenth Summer*, that has since gone into 30 printings, been sold to the movies, translated into nine languages and was once judged by U.S. youth as their third favorite book (only *Gone With the Wind* and *Jane Eyre* topped it). Then Marguerite began to model and Kay became advertising manager for a local store. Maureen next began a teen-agers' advice column for the *Chicago Tribune*. In 1945, when Maureen graduated to the *Ladies' Home Journal*, Sheila John, then 16, took over the column. Sheila now writes five columns a week for the *Tribune* and its national syndicate, which reach a total circulation of 10 million.

To get ideas and typical adolescent talk, Sheila travels all over the U.S. Conscious of her responsibility to her readers, she drinks sparingly and expects her dates to practice what her recent book, *Blondes Prefer Gentlemen*, preaches: "You can be the senior wolf boy, the Coke crowd Casanova . . . or you can be the honest, likeable fellow who saves his affections for the girl he really likes."



SUBDEB COLUMNIST Maureen lives with her husband, William McGivern, and their 11-month-old daughter Megan.


McGivern, a Philadelphia reporter, also writes mysteries, radio scripts. He often refers to himself as "the fifth Daly sister."

CONTINUED ON PAGE 79

fast

Cough Relief*

#DUE TO COLDS



Yes, relief is quick, sure, safe, when Pine Bros. cover your cough-torn throat with moist, soothing glycerine. U—freely. They won't upset your stomach.

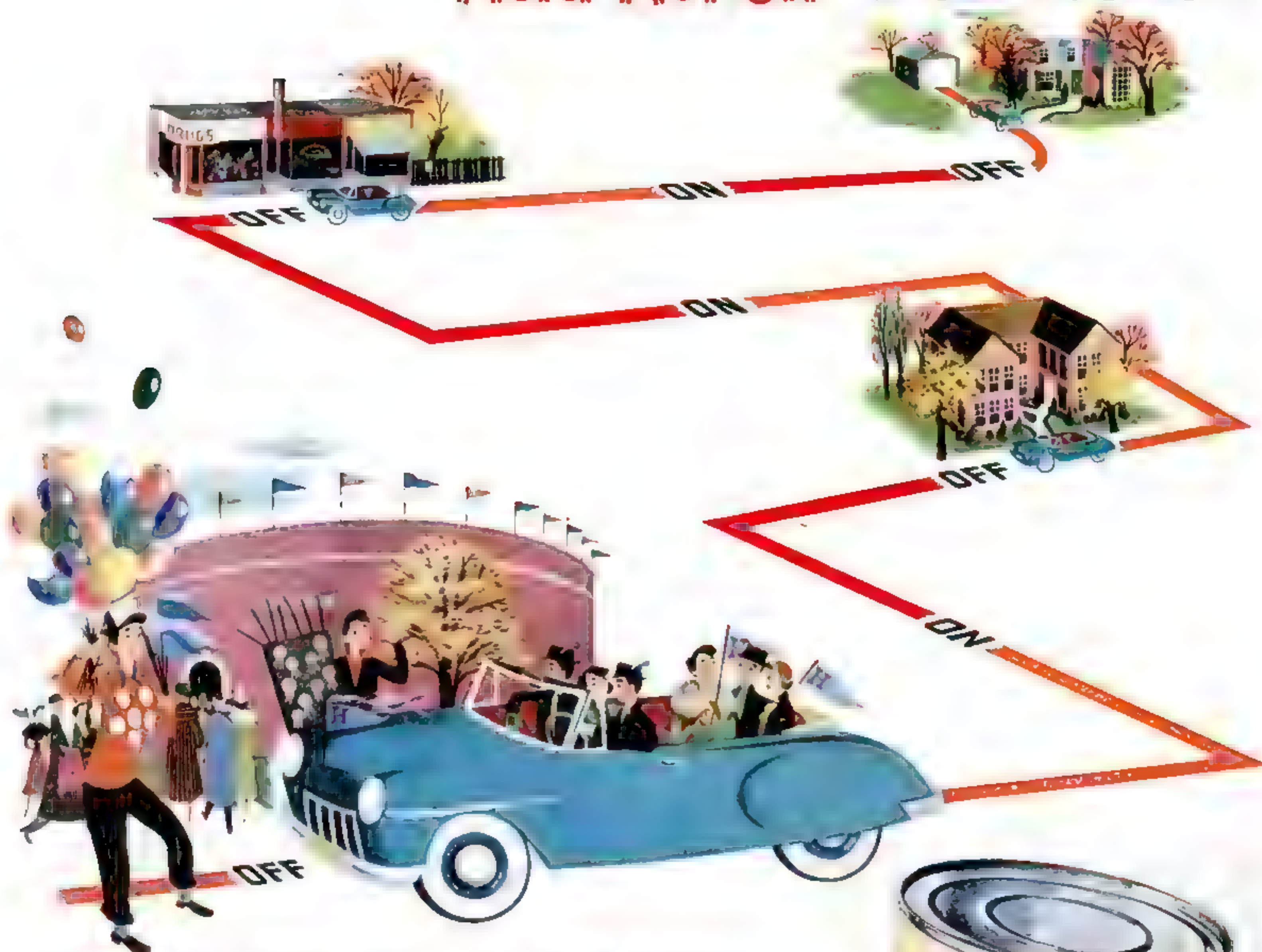
PINE BROS., INC., PHILADELPHIA

10¢

U. S. ONLY

5 pleasing flavors

Most engine wear caused by *Acid Action*—not friction



Unique "X" Safety Factor in Shell X-100 Motor Oil counteracts Acid Action

You may have thought it's friction that causes the most engine wear. Now it is known that this is *not* so!

It's *Acid Action*—chemical etching of engine parts that takes place in the low operating temperatures of today's "On and Off" driving!

In your short trips about town, to the store, to the library, to the game—your engine is intermittently "On and Off"... runs for brief periods of time only. Hence it seldom warms-up to efficient operating temperatures. It runs "cold." In these short "On" periods, combustion may be incomplete and partially burned fuel gases and moisture attack the smoothly polished metal surfaces *chemically*. It's this biting *Acid Action* that accounts for up to 90% of your engine's wear!

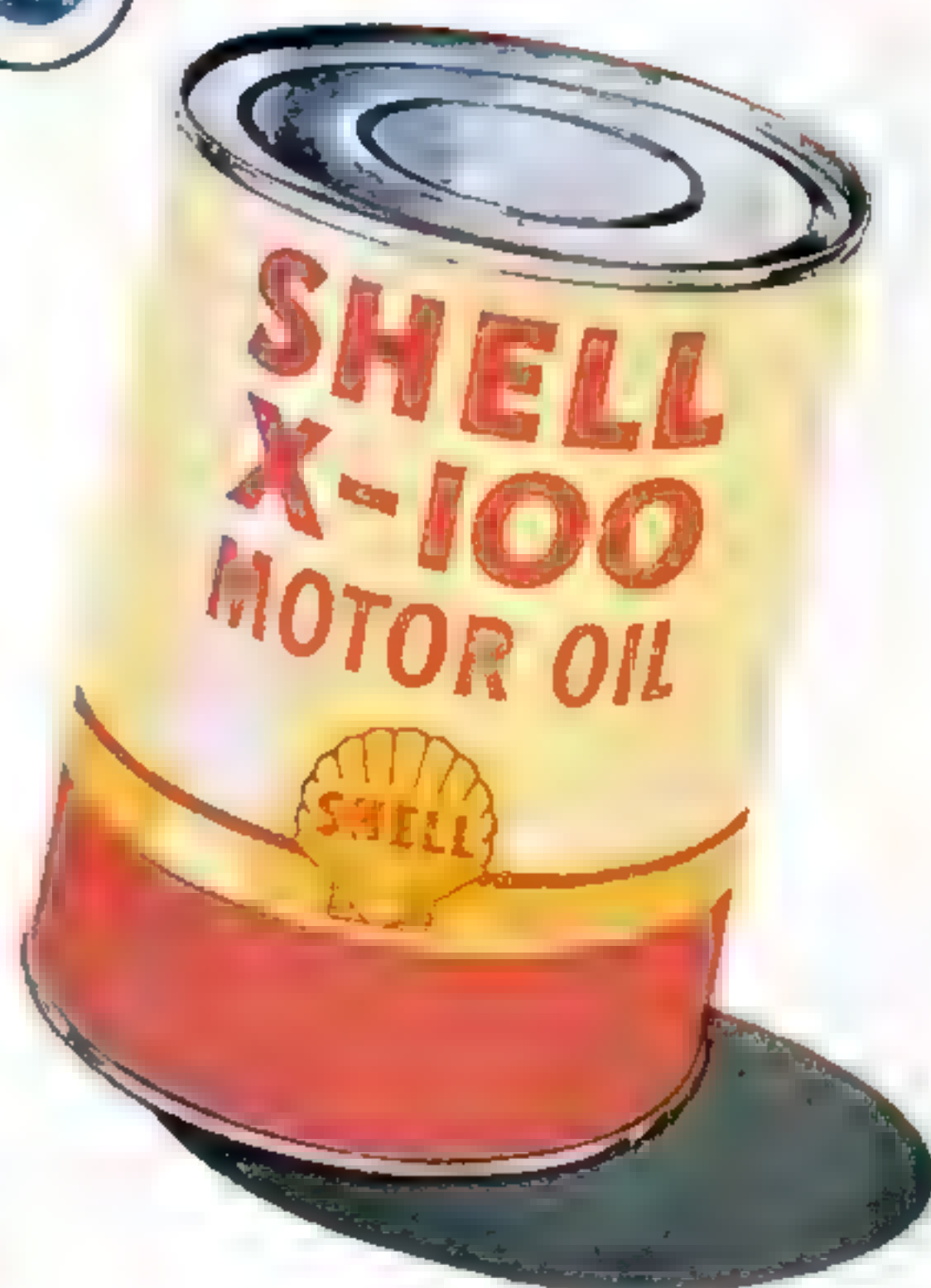
Shell Research worked all out on this prob-

lem... developed a unique "X" safety factor to combat *Acid Action*. Now, 2½ million miles of road testing—and millions of miles of use by motorists—prove conclusively that with this "X" safety factor *Acid Action* is effectively counteracted—engine life is prolonged.

This triumph of Shell Research—another Shell "first"—comes to you only in Shell X-100 Motor Oil. This oil, long famous for its ability to protect your engine under the stresses of sustained high speeds and extreme driving conditions, now has this added protection for every mile you drive.

Let your Shell Dealer drain, flush and refill your crankcase with Shell X-100 Motor Oil today.

It's Incomparable!



Only the

Sunbeam

toasts with **RADIANT CONTROL**

Automatic Beyond Belief!

All you do is drop in the bread

Bread lowers itself automatically, no levers to push

Toast raises itself silently, without popping or banging



It is actually *easier* and more effortless to *make* delicious toast with the new Sunbeam than it is to *tell* about it.

No levers to push. No popping or banging. Just drop in the bread and it lowers itself *automatically*, turning on the current. When perfectly toasted, the toast comes up silently, and current turns off *automatically*. It's *that* sensational!

The Sunbeam not only lowers the bread and raises the toast all by itself—it even knows what kind of bread it's toasting—and *regulates the toasting time automatically*. If the slices are moist, the Sunbeam toasts them a little longer than if they are dry. If they are thin, it toasts them quicker than thicker slices. Moist or dry, thick or thin—you always get the same uniform golden color you want—*automatically*.

ONLY SUNBEAM RADIANT CONTROL

makes possible this amazing
automatic performance



The Sunbeam Toaster operates on a completely different patented principle. The heat radiated from the *actual surface of the bread* is focused on a sensitive strip of bimetal. When the bread reaches the scientifically correct temperature for perfect roasting, sufficient heat is absorbed by the thermostat to shut off the Toaster. Makes no difference what kind of bread you use—you get the same degree of uniform toasting every time, once you set it for the kind you like, regardless of line voltage.

© SUNBEAM CORPORATION
Dept. 53, Chicago 50, Ill. • Toronto 9, Canada
*A product of CHICAGO'S
great Industrial Center*

You will scarcely believe your eyes when you see the sheer magic of this entirely new kind of automatic Toaster by Sunbeam. There is no other automatic Toaster like it because only the Sunbeam toasts with patented RADIANT CONTROL. Ask your electric appliance dealer to demonstrate it for you.

Famous for *Sunbeam* MIXMASTER, IRONMASTER, COFFEEMASTER, WAFFLE BAKER, SHAVEMASTER, etc.

Copyrighted material

Career Sisters CONTINUED



AT THE BAR of Maureen's house in Philadelphia, Sheila John (*left*) laughs as Kay shows off leopard-skin slacks which were made for her by her mother.



ON THE STEPS of Chicago house, Marguerite coaches her 5-year-old daughter Brigid, who is a professional photographers' model just like her mother.



ON THE STAIRS Sheila says goodnight to Tom Franklin. She exceeds her column's advice (don't kiss on first date), has never kissed Tom in 18 months.

only

tissue



AO SOFT
made with Celaluxe!

AO PURE
washed in drinking-pure water!

AO STRONG
strong in both directions to hold the hardest sneeze!







UNDERGROUND NEW YORK

A mechanistic maze of wire and tube keeps the city going

The most complicated and expensive thing ever built is Manhattan Island, whose 22-square miles of rock has to hold a full-time population of 1.9 million people and a part-time population of some two million more who come each day to work or visit or shop. The effort to contain this mass of people has caused Manhattan to thrust itself upward in the giant pile of skyscrapers which are known to everyone. But, as is known to comparatively a few, it has also thrust itself deep and intricately into its base of primordial rock and muck to create a nightmare subworld, which has never been completely mapped and is probably unmappable.

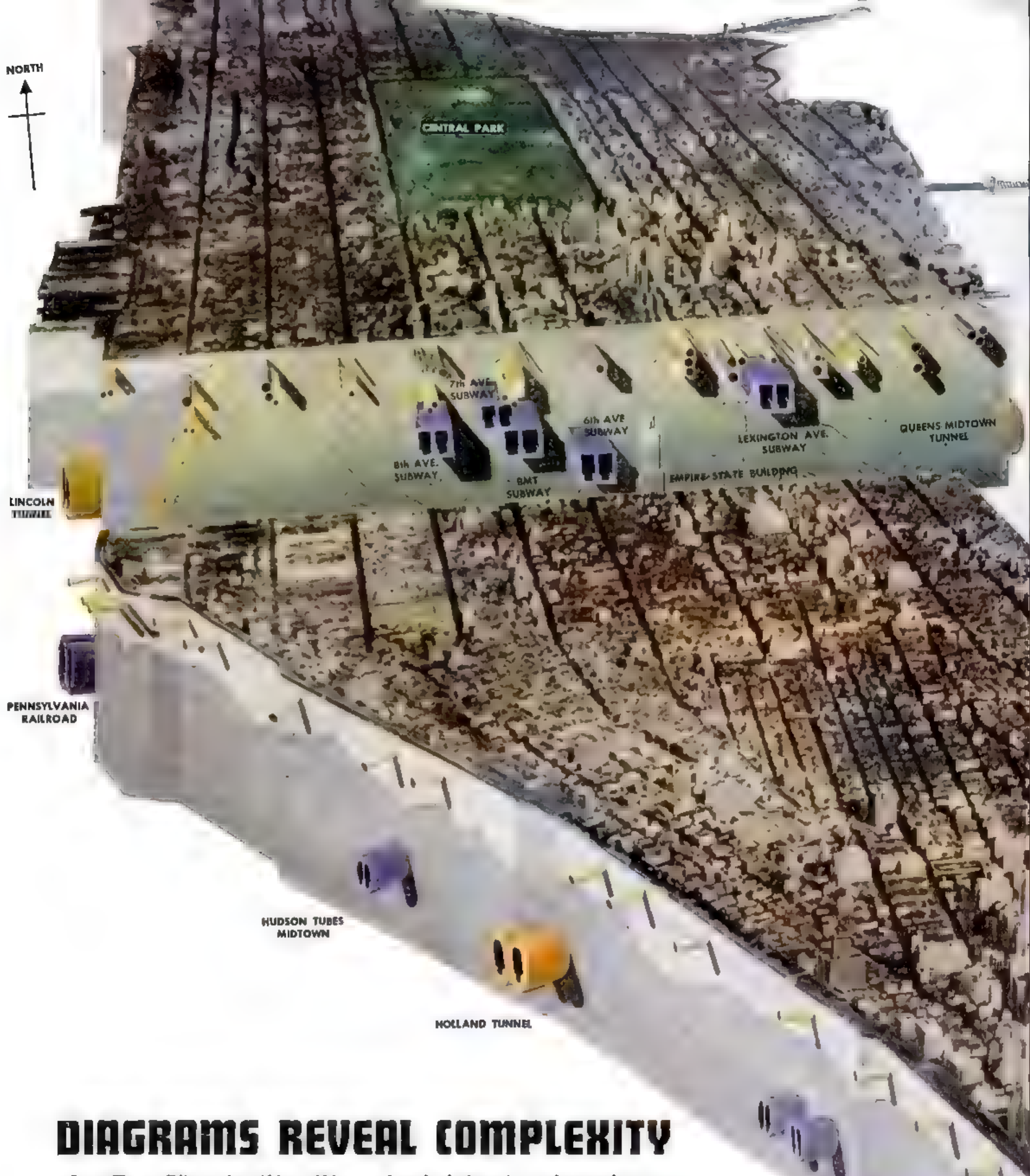
Under Manhattan's asphalt skin lies a network of wire and tube that makes the city's life possible—12,100 miles of power cable, 4,092,166 miles of telephone wire, 27 miles of pneumatic tubes to speed mail at 30 mph, 54 miles of steam mains that heat a seventh of the island's 67,601 struc-

tures, 1,300 miles of gas mains, 774 miles of cavernous water mains (plus a water tunnel) to supply the 400 million gallons the city needs daily, and 500 miles of sewers to carry it off. There are 68 route miles of subway and six train or auto tunnels, soon to become seven with completion of the Battery-Brooklyn tunnel. This tube, shown on these pages as workmen concrete its cast-iron shell, ducks 125 feet below the surface of the upper bay and is the longest (9,117 feet) vehicular tunnel in the U.S.

Possibly the most remarkable manifestations of Manhattan's subsurface life are the railroad terminals like Grand Central and Pennsylvania stations, which are whole cities underground, and the vast crossroads of city life like Herald Square. Not even the 5,000 repairmen and engineers who regularly deal with it know a sizable part of the whole subworld. The colored drawings which follow show more of it than any one man knows.

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NORTH

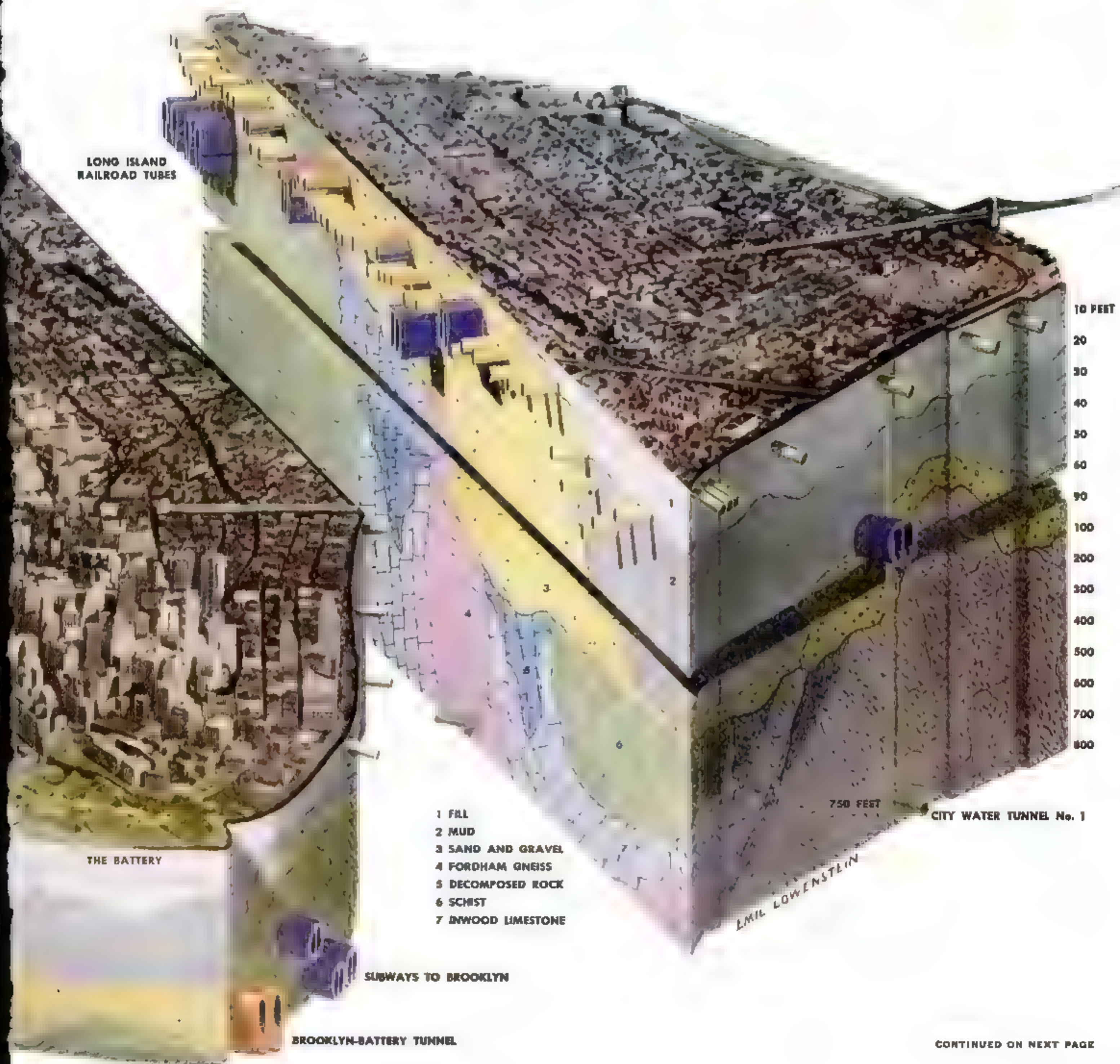
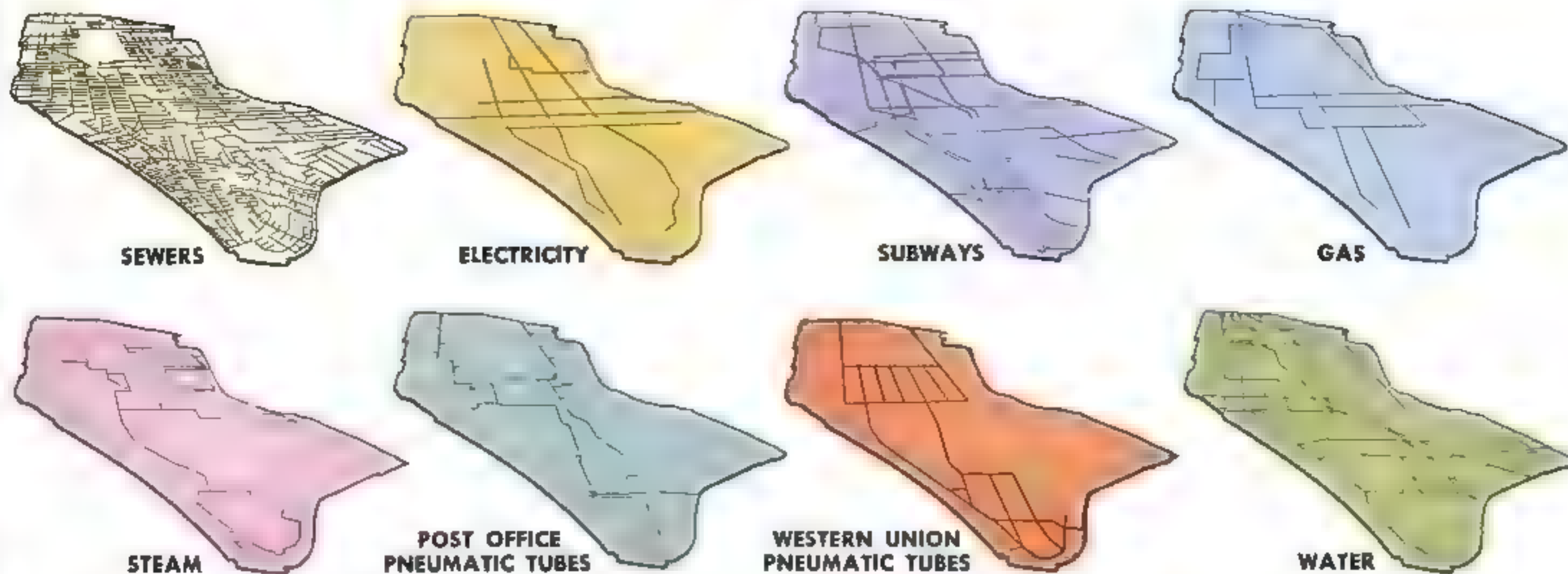


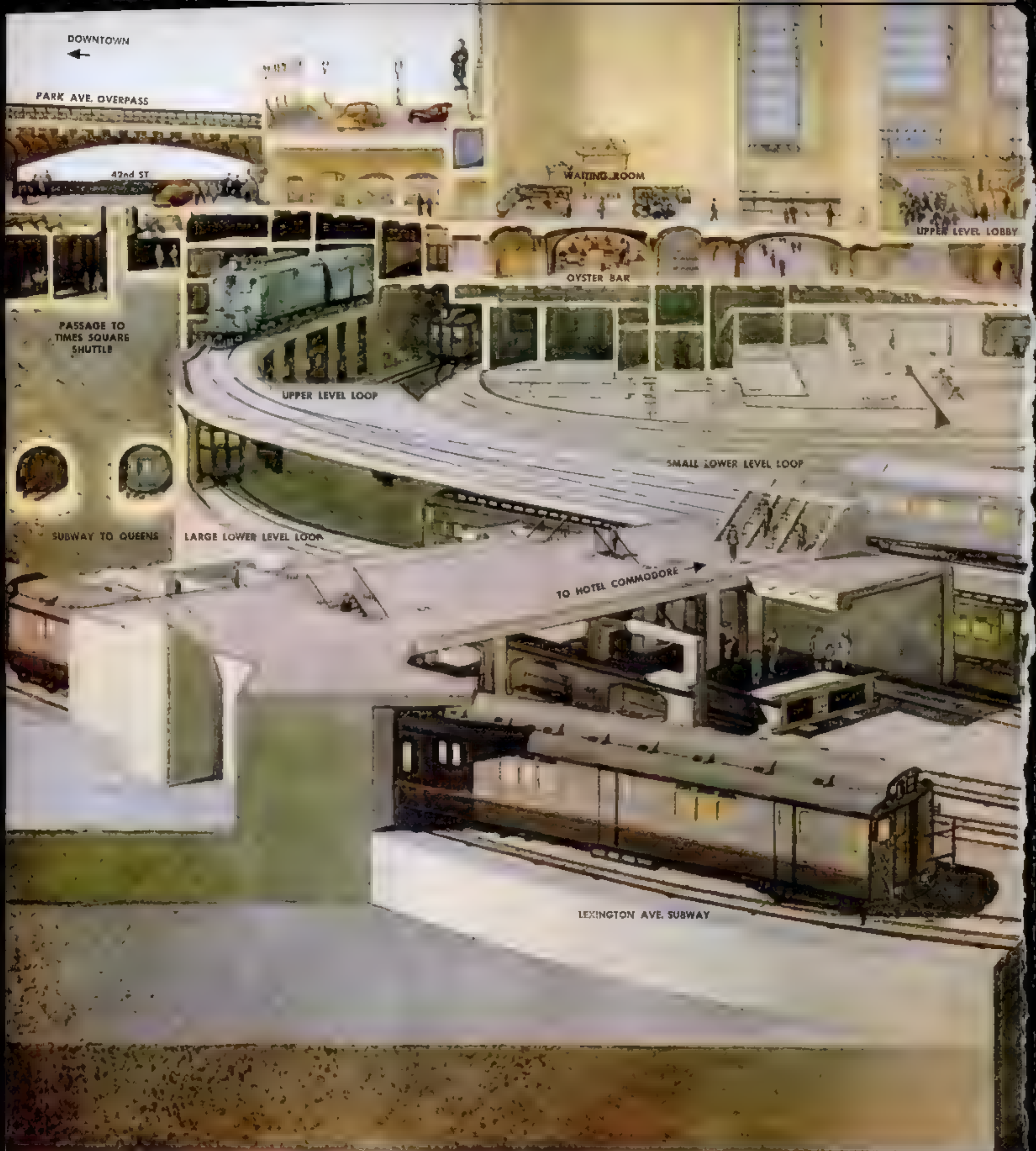
DIAGRAMS REVEAL COMPLEXITY

It was Thomas Edison, who said it would be cheaper in the long run, and the wire-ripping blizzard of '88 that persuaded New York to start putting utility lines underground. Manhattan's pavings have since become so much scar tissue, constantly incised and sutured, for the inclusion of new police-alarm systems, gas pipes, television cables. In this picture, combining aerial photograph and drawing, only major utility lines are shown. Cross sections are created by slicing Manhattan east and west along 34th Street (*above*), north and south along First Avenue (*right*) and along its waterfront. Vertical scale has been exaggerated to

show clearly the various underground systems, whose main arteries are mapped individually with key colors on opposite page (*top*). Manhattan's geology, the base of which is a rocky backbone rising toward the ground's surface as it moves north until it outcrops in Central Park, is illustrated by the numbered layers (differentiated here by arbitrary color), explained in the legend on opposite page. Depth of the island's network of cables and conduits varies from a few inches (because of tidal seepage) to as much as 750 feet (water tunnel No. 1, *extreme lower right*). The value of all this is uncomputable, but \$15 billion is a conservative estimate.

HUDSON TUBES
DOWNTOWN





UNDERGROUND'S CAPITAL CITY IS GRAND CENTRAL

Grand Central Terminal, some of whose myriad subterranean facilities are shown in the cutaway drawing above, is the world's largest underground station. Completed in 1913 after 10 years' labor which included a 3 million-cubic-yard excavation reaching a depth of 65 feet, it is the center of a group of other buildings. Some of these (the Roosevelt, Biltmore and Commodore hotels, Yale Club, Graybar and Chrysler buildings) are connected to the station by un-

derground concourses. It is thus the central link of an entire business district, and a stranger, detraining in the station which fronts on 42nd Street, may wander into a passage and presently come up, via a fire-escorted passage, to the lobby of the Roosevelt Hotel six blocks away. Or he can live for months in the station's precincts, staying at fine hotels, patronizing excellent restaurants (like the famed Oyster Bar which serves 4,423,000 oysters and clams yearly), shopping.



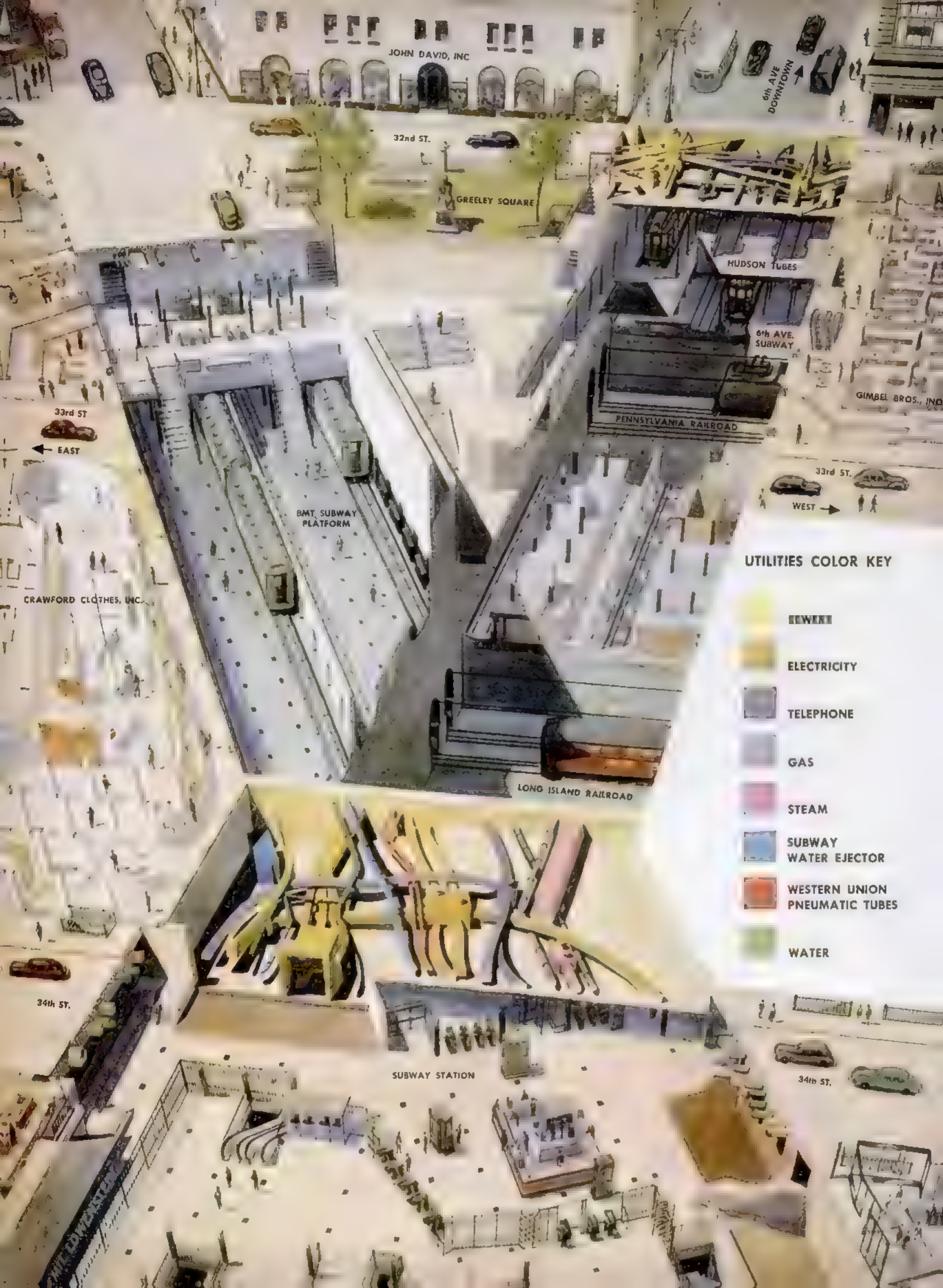
buying clothes and getting them mended and pressed, attending the movies or an art gallery—all without emerging into the street.

But these are only addenda to the station's main purpose: handling 61 million train passengers a year, as well as 182,500,000 subway riders, shoppers, visitors. Trains reach the terminal through a tunnel which dives 20 feet underground 2 miles north at 97th Street and runs under Park Avenue until at 57th Street its four

tracks fan out into a 79-acre underground railroad yard on two levels, an upper one (41 tracks) for through trains and a lower (37 tracks) for commuter trains. More than 500 trains enter or leave daily, at rush hours there is a train movement every 20 seconds. Most, instead of backing out, turn around on three loops (left center). They are controlled by the world's tallest (four stories) subterranean signal tower under 49th Street (not visible in picture). The station also

contains giant converters (lower right) to turn midtown Manhattan's alternating current into direct, and a world-famous information booth. Grand Central is circled by an overpass (upper left) for Park Avenue traffic. In addition it is a subway crossroads from which a person can reach any subway line and journey to any part of the city. It is, in fact, so huge an underground installation that it makes wide, bustling 42nd Street (upper left) look like a shallow ant track.

CONTINUED ON NEXT PAGE



JOHN DAVID, INC.

32nd ST.

Greeley Square

6th AVE.
DOWNTOWN

HUDSON TUBES

6th AVE.
SUBWAY

GIMBEL BROS., INC.

PENNYSYLVANIA RAILROAD

33rd ST.

WEST

33rd ST.

EAST

BMT SUBWAY
PLATFORM

CRAWFORD CLOTHES, INC.

LONG ISLAND RAILROAD

UTILITIES COLOR KEY

SEWER

ELECTRICITY

TELEPHONE

GAS

STEAM

SUBWAY
WATER EJECTOR

WESTERN UNION
PNEUMATIC TUBES

WATER

SUBWAY STATION

34th ST.

34th ST.



LINCOLN TUNNEL, at the New York end of which *white* cars are streaking to Weehawken, N.J., handles a daily average of 31,000 autos. Crews stand by 24 hours a day to start stalled cars and prevent jams.

← **HERALD SQUARE**, where Broadway (shown angling south at upper left) and Sixth Avenue cross, lies above New York's busiest underground center. Fifteen tracks of the Sixth Avenue and BMT subways, Hudson tubes to Jersey, Long Island and Pennsylvania railroads meet or cross here at different levels amid the usual welter of pipes and cables (keyed in color). There is a huge subway concourse (for ground), a BMT station (upper left), another station (not shown) for Hudson tubes and an underground passage to Pennsylvania Rail Road station a block west. At upper right is Gimbel's, whose famed basement store is New York's largest. Macy's is at lower right, out of picture. Complicated as this looks, it may be further complicated by a new crosstown auto tunnel.

DEEPEST SHAFT in city's 521 subway stations is at 191st Street and St. Nicholas Avenue. It reaches 184 feet below the street, which here traverses high ground. Night attendant is waiting for passengers.



STAIRWAY TO STREET!

THESE ELEVATORS ARE FOR THE SOLE USE OF PASSENGERS TO & FROM THE SUBWAY STATION

SPITTING
On the Platform or in the
Stairway of this Station
is
UNLAWFUL
- 100 Fines or 15 Days
in Jail -



SUBWAY "FLAGGER" Dominick Libonati, who was a track cleaner for 29 years before he got this job,

signals trains to slow down for work crews picking up wastepaper. Other crews replace 40 rails per night.



BOOK-TEARER Lawrence Harber rips old books in library basement for conversion into wood pulp.



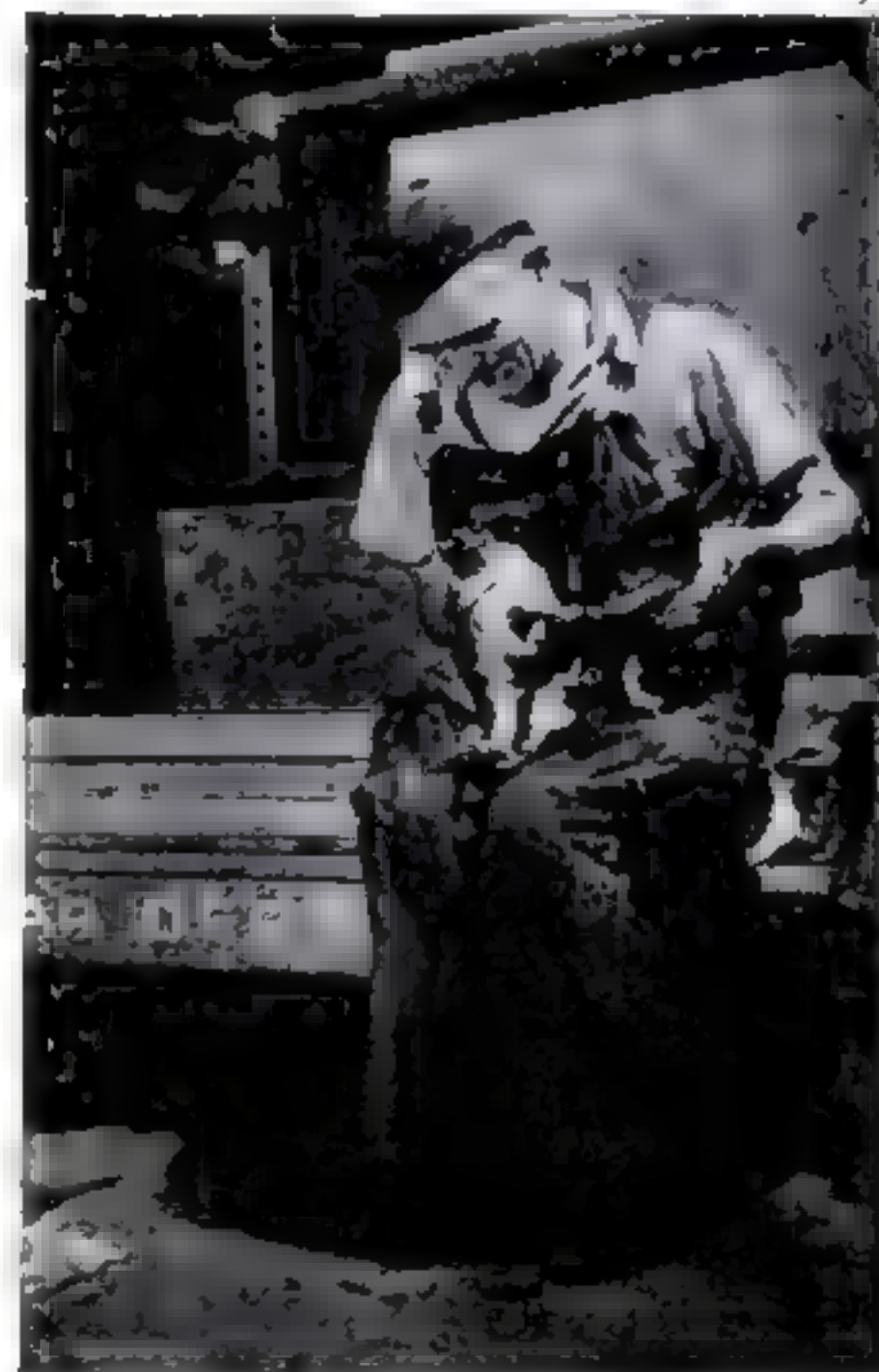
ICE CUTTER Mauricio Quintana cuts 75-pound cake into 300 cubes in Hotel New Yorker basement.



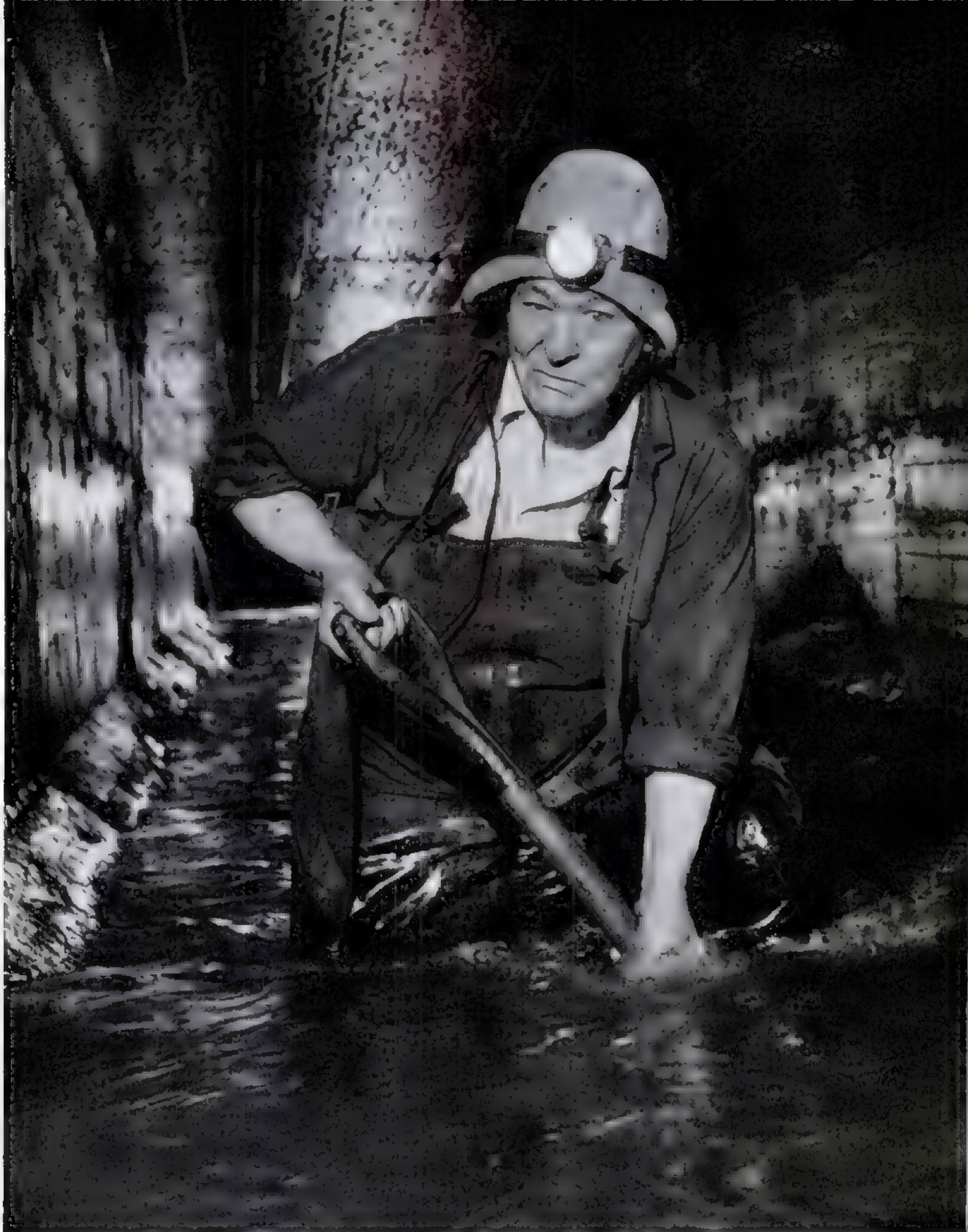
REPAIRMAN Tony Porouto peers up from one of the city's 80,000 manholes after fixing sewer valve.

MEN WHO WORK BELOW SURFACE

In drawings, underground Manhattan has a neat, well-ordered look. Seen close up, as by the approximately 5,000 men who maintain it, or some of the untold thousands who are otherwise employed in it (*below*), it is a musty, low-ceilinged world of eternal night, where death can come swift and horribly. It has its own lingo ("muck sticks" for shovels, "pork chops" for tunnel traffic islands), its own breed of men—tough, nervy, a little stooped—sometimes even its own pets. In it a man can (and has) come upon discarded refrigerators, young alligators and fortunes in lost jewelry including at least one raja's diamond. Finds like that are getting rare, though. "Nowadays," says Teddie May (*opposite*), "everybody wears junk. Just junk."



ELECTRICIAN Nick Schmidt cares for 50 cats in Grand Central's depths, feeding them diner scraps.



SEWER SUPERVISOR Teddie May works his "muck stick." He bosses a crew of 160 who keep sewage flowing at 3 mph throughout the city. Teddie, 72, refers to

each sewer tenderly as "she," knows the system better than anyone. An ex-bricklayer, he can boast, "Laid my first brick at Astor's mansion in 1893, and me only 16."

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

A SPECIAL PREPARATION FOR SHAVING

*It Needs No Brush
Not Greasy or Sticky*

MODERN LIFE now demands at least 1 man in 7 shave every day. This daily shaving often causes razor scrape—irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like your wife's vanishing cream—not greasy or sticky.

SMOOTHS DOWN SKIN

You just wash your face thoroughly with hot water and soap to remove grit and the oil from the skin that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers—never a brush.

Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to *glide* over your skin, cutting your whiskers close and clean *without scraping or irritating the skin*.

Especially for the 1 man in 7 who shaves daily

For men in responsible positions—doctors, lawyers, businessmen and others who must shave every day—Glider is invaluable. It helps eliminate the dangers frequent shaving may have for the tender face and leaves your skin smoother and cleaner. Glider has been developed by The J. B. Williams Company, who have been making fine shaving preparations for over 100 years.

TRY GLIDER FREE

You can get Glider at any toilet-goods counter. Or, because we're so positive that Glider will give you more shaving comfort than anything you've ever used, we'll send you a guest-size tube ABSOLUTELY FREE. No stamps—no cartons—no dimes. You get the tube—enough for three full weeks—at no cost to you.

Just send your name and address to The J. B. Williams Company, Dept. LG-6, Glastonbury, Conn., U.S.A., and we'll mail you postpaid your tube of Glider. On this FREE trial test, we rest our case entirely.

Don't delay—send us your name and address today! This offer is limited to one tube per user and all letters or postcards must be postmarked not later than Dec. 31. (Good only in U.S.A. and Canada.)

Charles S. Campbell
PRESIDENT
THE J. B. WILLIAMS CO.

IT BREEDS ODD QUIRKS AND BIZARRE BEHAVIOR

When the idea of building a subway in New York was broached to Russell Sage he roared, "Preposterous! New York people will never go into a hole in the ground to ride."

This was probably the most spectacularly wrong prediction ever made by the noted 19th Century financier. Beginning in 1904, New Yorkers not only went into holes to ride (today the subways, which last week celebrated their 45th anniversary, collect 5 million fares daily), but they have gone into holes for almost everything else. New York is the most underground-living city in the world. A statistician has estimated the average New Yorker spends seven full, 24-hour days each year traveling underground. As a result New Yorkers have developed an odd morbidity which makes them turn inward toward the bowels of the earth, particularly in times of stress. During Prohibition's stress many a tunnel was dug surreptitiously for storage or transportation of illegal spirits; some years ago the proprietor of a downtown bar, finding the tides rising and falling regularly in his basement, traced the trouble to a dry-ers tunnel which a predecessor had dug to reach the Hudson River rum boats. During the World War II anxiety the city's tunnel builders did a considerable business in bomb shelters, some of multiple-room size. One well-to-do citizen has had a tunnel dug from his home to that of a lady in whom he takes a lively interest.

These, however, are but the wealthy manifestations of New York's universal claustrophobia. The average subway rider takes 26 trips a month to and from work. If he lives uptown and works downtown, he often goes for months without seeing such tourist lures as Fifth Avenue or Times Square. If both his apartment and his office building connect with subway stations, he may shuttle from home to office and back for days on end without ever poking his pallid nose into open air.

A reasonably human and attractive person aboveground, the New Yorker reverts to the burrowing-animal type once he clatters down the subway steps. He develops a mole's blindness to everyone around him, usually insulating himself with a newspaper. He shows a rat's disregard for sanitation by littering the subways with gum wads and candy wrappers (the city pays out \$3,686,000 a year to pick them up). He displays a weasel's cruelty in shoving and elbowing his way to seat or subway door, which last he does not hesitate to hold open (delaying a whole rush-hour train) until he has squeezed himself aboard. Once detrained and returned to the surface, he reacquires his identity and sense of responsibility, fondly kisses his wife upon arrival home and seldom tries to devour his young.

Awesome or loathesome as this life seems to visitors, it has become so accustomed to the New Yorker that he is quite unaware how much his existence resembles the lot of the coal miners, about whom John L. Lewis annually grows so piteous. Indeed he may find unexpected virtues in it. If the subways are suffocating in summer, they are pleasantly warm in winter. Their overhead advertising panels keep their passengers abreast of what's new in patent-medicine jingles, lingerie and the latest endorsers of whisky. And their occasional, inexplicable halts between stations offer a convenient and unassailable excuse for the man who gets home late after dallying too long over his 5 p.m. beer.



TWENTY FEET UNDERGROUND, Manhattan subwayfarers doze their way home, unaware of each other or that they are the foremost troglodytes.

among the three leading low-priced cars...

PLYMOUTH has the highest compression engine!

PLYMOUTH	7.0 to 1
low-priced car "A"	6.8 to 1
low-priced car "B"	6.6 to 1

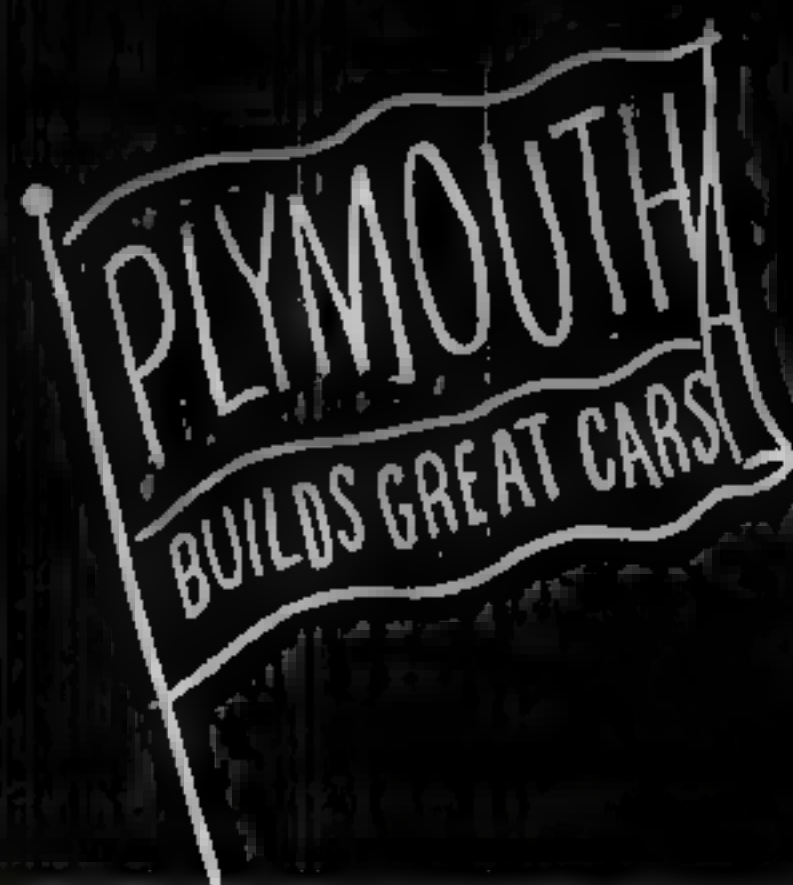
Plus these other extra-value Engine features—

...new chrome compression ring

...improved intake manifold

...new resistor spark plugs

...new oil control rings



PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Mich.

Your nearby Plymouth dealer will be glad to point out the features of the new Plymouth and arrange a ride.

All automobile engines use gasoline. But there's a big difference in *how* they use it. The higher the compression ratio, the greater the performance that is squeezed out of the fuel.

With a 7.0 to 1 compression ratio—highest among the three leading low-priced cars—the brilliant new Plymouth engine gives peak performance over thousands of trouble-free miles.

The sensational new chrome compression ring—another Plymouth "first" in Plymouth's price field—reduces cylinder wall scuffing, adds many

miles to the life of the engine. New oil control rings give greater economy. Self-cleaning Oilite Fuel Filter protects fuel lines against clogging.

The improved intake manifold sees to it that gasoline is burned efficiently. New Resistor Spark Plugs also give better performance and are part of the reason why the new Plymouth throttles down and idles so well.

Get in touch with your nearby Plymouth dealer now. He'll gladly arrange a demonstration drive. The new Plymouth will do the rest!

PLYMOUTH—the car that likes to be compared





STARCHED COLLARS (ENCORE SCARFS, \$1) AND SWEATERS (\$1.99) HAVE REPLACED LAST YEAR'S SHIRT AND DOG-LEASH BELT FAD

Wardrobe on \$5 a Week

A BABY-SITTER CAN AFFORD IT

At current rates (50-75¢ an hour), metropolitan baby-sitters like the girls above form a new class of consumers—teen-age division. A baby-sitter with a steady trade can make more than \$10 a week. This she can spend as she sees fit. If she is normal she will squander some of it on vanilla Cokes, the newest Montgomery Cliff movie, a recording of *I Never See Maggie Home* and save some for skates and a portable radio. She will thus have about \$5 left for clothes—and clothes are the big topic of discussion among sitters with their charges in the park after school. Except for coats, their clothes are outgrown or outmoded every season. The full skirt is out. This year's model is slim even if pleated. A waistcoat is essential and Capezio slippers have supplanted loafers except for sports. Happily, teen-age clothes are priced in a reachable range. Without resorting to her family for aid, in four months at \$5 a week a sitter can acquire the school outfit (Total: \$13.57) shown here and the wardrobe on pages 95 to 98.

STRAPPED FLATS (NATIONAL, MILLS, \$2.99) COPY \$7 CAPEZIO SHOES. SKIRTS (OHRBACH'S) ARE \$6.99. ARMY SURPLUS BAGS ARE 60¢



The **NEW** drink Sensation!

**THE VITAMIN C,
NON-CARBONATED DRINK
THAT'S SO GOOD FOR YOU!**



**MORE
ECONOMICAL**
Comes in big
money-saving tin!

**MORE
CONVENIENT**
No small bottles
to store or return!

**At last— a healthful drink
that children beg for!**

Open the refrigerator, mother, and fill their glasses. Do it over and over again, all day long. They'll love Hi-C. And you'll love serving them this healthful new drink. Because Hi-C has . . .

180 milligrams of Vitamin C in every can! Each 8 oz. glass of Hi-C gives you 30 milligrams of Vitamin C—daily minimum requirement for an adult. But you can't get too much. That's why Hi-C is so good for you!

Made from exclusive "balanced" formula! Delicious Hi-C is made by blending juice of the finest fresh picked, tree ripened oranges with pure, body-building, energy-making ingredients. It's *naturally* good...so good you should always have a can in your refrigerator!

It tastes better! It "digests" better! You can drink Hi-C to your heart's content. No after effects—it's non-carbonated!

Serve it every hour—any hour!



Made by makers of famous Snow Crop fresh frozen orange juice concentrate, America's fastest selling juice.



Get **Hi-C
at your grocer's
TODAY!**

ANOTHER CLINTON PRODUCT
JUICE INDUSTRIES, INC., DUNEDIN, FLORIDA

A KITCHEN that looks like a million...for under \$50!

RIGHT as right can be...less than \$50! Refinish something old, add something new...there's your new-looking kitchen, colorful, gleaming...inviting!

Starting point in brightening up any kitchen is the floor. Pictured here is BIRD ARMORLITE Rug pattern number 6325, sparkling, livable, and long-lived. Its glossy enamel surface is tough and resilient, kitchen-perfect for wear. Use mild soap and water...that's all there is to cleaning this work-saving floor. Whether your kitchen's rambling country style or compact and efficient, you'll find your perfect floor in BIRD ARMORLITE's rich, clear colors and original patterns. Armorlite's makers have been famous for fine products since 1795...Floor Coverings since 1888...dependable is the word for Bird quality.

Bird's new "Color Schemer" shows you how to plan a decorating scheme on a small budget. We've gathered ideas by the house-full (pictured here are just a few—there are some for every room in the house) and we've proved that by doing the work yourself you can take years off your kitchen's age for less than \$50! Try the ideas shown here...and clip this page for future reference. Remember...a BIRD ARMORLITE Rug, a little work on your part, and your imagination can create a kitchen for you that's out of this world!

*Materials used, in addition to Armorlite: plastic furniture covering, about \$4.00 a yard; interior paint, \$4.49 a gallon; wooden tie-backs, about 10c a pair. Product names on request.



*Pattern 26325



Cover stools and seats with sparkling plastic... it's easy to clean, and colorful



Paint the walls in colors to match the rug



Border windows with wooden tie-back holders to match Armorlite Rug colors.

BIRD Armorlite and Linoleum FLOOR COVERINGS



EAST WALPOLE, MASSACHUSETTS

More, lots more decorating ideas like these are waiting for you in Bird's new "Color Schemer." Try new colors, drapes and rug patterns...redo every room in your home right in the "Color Schemer"! It's yours for only 10c! Ask your dealer to show you the sparkling new BIRD ARMORLITE patterns, too—he can also help you choose other things you need. At department, furniture and floor covering stores everywhere.



*Quick,
Cooling
Relief
for
Athlete's
Foot!*



**DISCOVER QUINSANA'S AMAZING RESULTS
ON CRACKS, PEELING BETWEEN TOES!**

■ Tests prove that 9 out of 10 get relief from itching, burning Athlete's Foot with Quinsana treatment. *It's the world's largest selling Athlete's Foot Powder!*

■ Quinsana's antiseptic action helps prevent the growth of the fungi that cause Athlete's Foot. It works fast to relieve the misery of itching, cracking, peeling between toes. And daily Quinsana use helps prevent the recurrence of Athlete's Foot!

Relieve Burning Tired Feet! ...Soothing, cooling Quinsana helps keep feet dry, comfortable. It acts to absorb excessive perspiration ... helps combat foot odor.

Shake Quinsana on your feet. Shake it in shoes to help absorb sweat. Use Quinsana every day!

MENNEN QUINSANA
ATHLETE'S FOOT POWDER

COLDS' MISERIES?
WHY DON'T YOU TRY
666 LIQUID OR TABLETS
It's different. It's time-tested. Even if others failed you, try 666.

**FOR BEST RESULTS
SHAVE WITH..**

Barbasol
No brush
No lather
No rub-in

THIS NEW GIFT
permanently solves your Christmas gift problem for Family - Friends - Bookworms - Employees!
Gifted up to 1000 worth of books (that's over 1000 titles) - all yours for \$1.50!
Gifted up to 1000 worth of books (that's over 1000 titles) - all yours for \$1.50!
Gifted up to 1000 worth of books (that's over 1000 titles) - all yours for \$1.50!



PASTEL COLORS are new for boys' shirts (Macy's, \$1.83) worn by Barbara Brooks and Nancy Malinchoc, both 15, sitting with Toni set and young client.



SHORT SKIRTS made by dress-alikes Margie Friel and Cookie Moore cost \$1.50, are worn with velveteen vests (Ohrbach's, \$4.98) and white shirts (\$2).

**pleasant
gentle
effective**



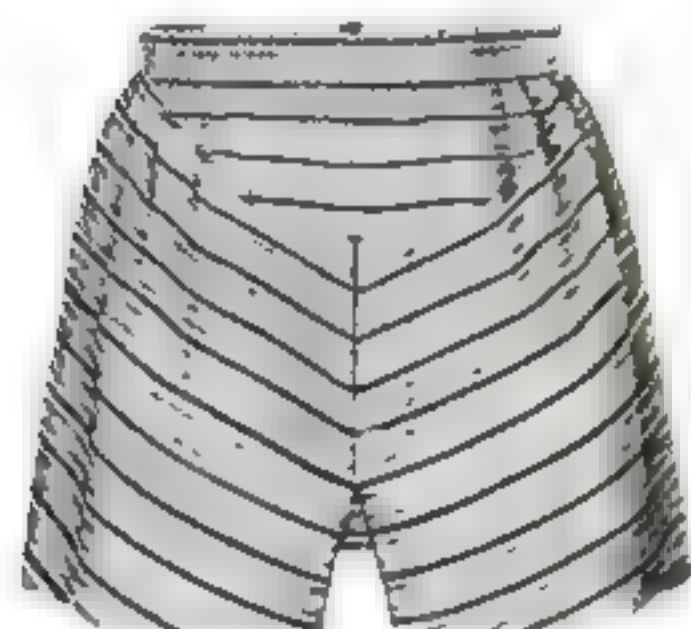
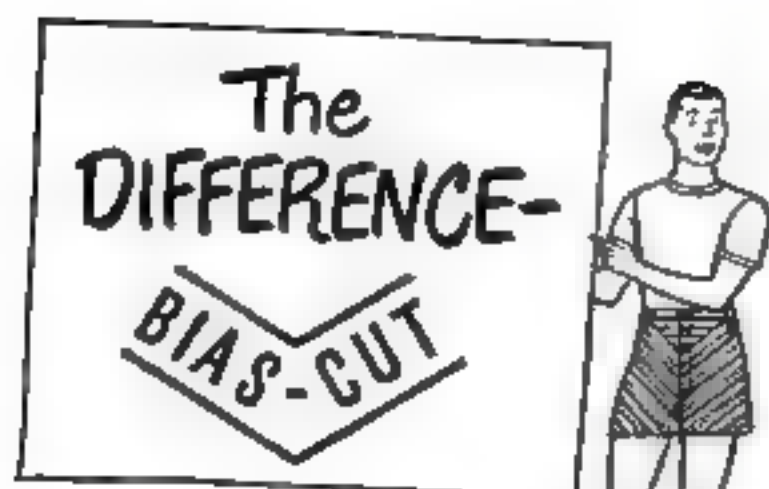
Pleasant...
real mint for taste and breath.

Gentle...
contains the finest known polishing ingredients.

Effective...
made with antacid magnesium hydroxide.



CONTINUED ON NEXT PAGE



Hanes GIVVIES Shorts, \$1
Combed yarn T-Shirt, 95c
Combed yarn Sleeveless Shirt, 65c
(Shirts & more in Rocky Mt. and Pacific States)



WORTH SHOPPING FOR! AT GOOD STORES THROUGHOUT AMERICA

P. H. HANES KNITTING CO., Winston-Salem 1, N. C.



FRIDAY NIGHT DATE dress in gray tweed (Petiteen, \$10.95) has red shoe-lace belt and piqué trim. It is worn with red beret (Macy's, \$1.98), white gloves.



SUNDAY-BEST COAT is mulberry covert (Debuten, \$29.95). Silver-blue mink-tail scarf and headband set (Harold J. Rubin) is grownup luxury for \$12.

NEW INSOLE

Miracle Of Foot Ease!

LIKE WALKING ON PILLOWS!



Makes Any Men's and Women's Shoes

AIR-CUSHIONED



1. Relieves Painful Callouses, Tenderness, Burning Feeling
2. Gives Feet Soft Bed to Rest Upon — Eases Pressure on Nerves of Feet
3. Cushions Sore Heels. Keeps Feet Cool in Summer, Warm in Winter



The moment you slip Dr. Scholl's AIR-PILLO INSOLES into your shoes, you experience the most delightful sensation of walking on soft pillows! Made of soft genuine, LATEX FOAM (millions of tiny air cells), these insulated, air-ventilated, air-cushioned insoles cushion your feet from toe to heel.

Washable, Sanitary

ONLY 60¢ A PAIR!

In Sizes and Colors for All Styles of Shoes
Dr. Scholl's AIR-PILLO INSOLES are made for men in White and for women in White, Red, Black, Brown, Gray, Green to harmonize with open toe and heel dress, sport and casual shoes. Give your feet this cushioning treat! At Drug, Dept., Shoe and 5-10¢ Stores.

Dr. Scholl's
AIR-PILLO INSOLES

COMPLETELY SECRET
HEARING NEAR REALITY
WITH ULTRA-SMALL AID

Thanks to a remarkable "wireless circuit" printed on wafer-thin polystyrene plastic, the hearing aid that many experts said "couldn't be built" is today a reality.

The powerful new Telex 200, which weighs approximately 3 ounces without batteries, can bring you undreamed-of hearing happiness. For the 200 sets a new standard in clear speech understanding... yet it is smaller and lighter than any hearing aid Telex has ever built!

If you want all the joy of the bright world of sound... if you want to hear the voices of friends and loved ones in vibrant, unmistakable tones... if you want to capture the words you now miss in church, at social gatherings... then you owe it to yourself to discover hearing happiness with the Telex 200.

For more news about the exciting Telex 200, and for a free booklet on how to test your hearing at home, write: Mr. Allen Hempel, Box 1182, Dept. 8-19-11, Minneapolis 1, Minn. Write TODAY!



CONTINUED ON PAGE 38



Bufferin

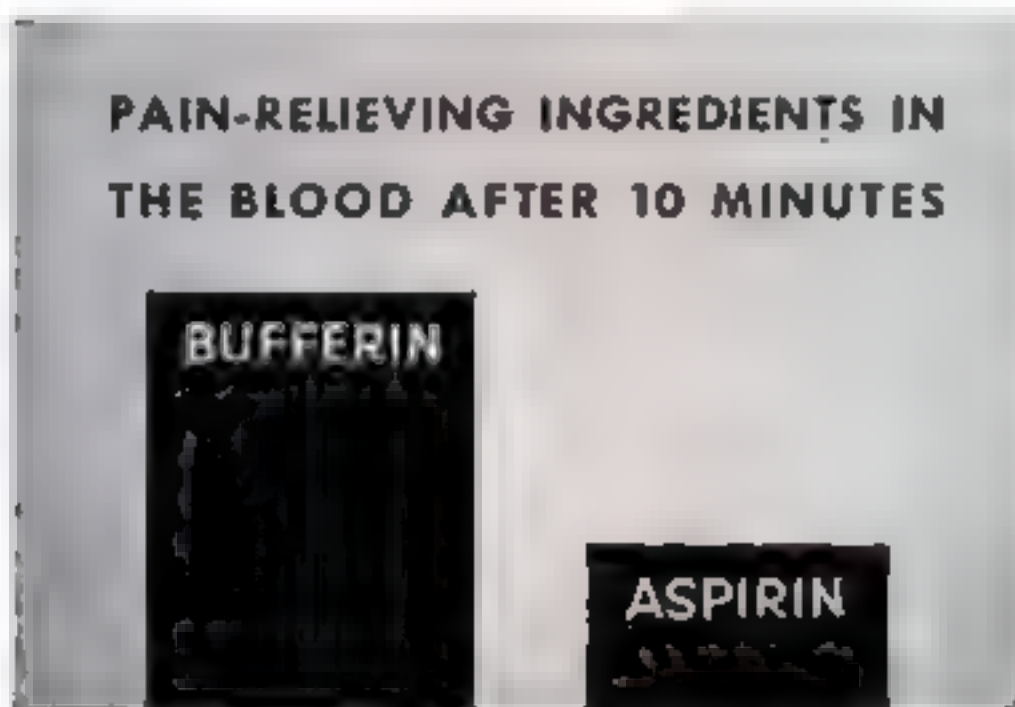
TRADE-MARK

Acts twice as fast as aspirin!

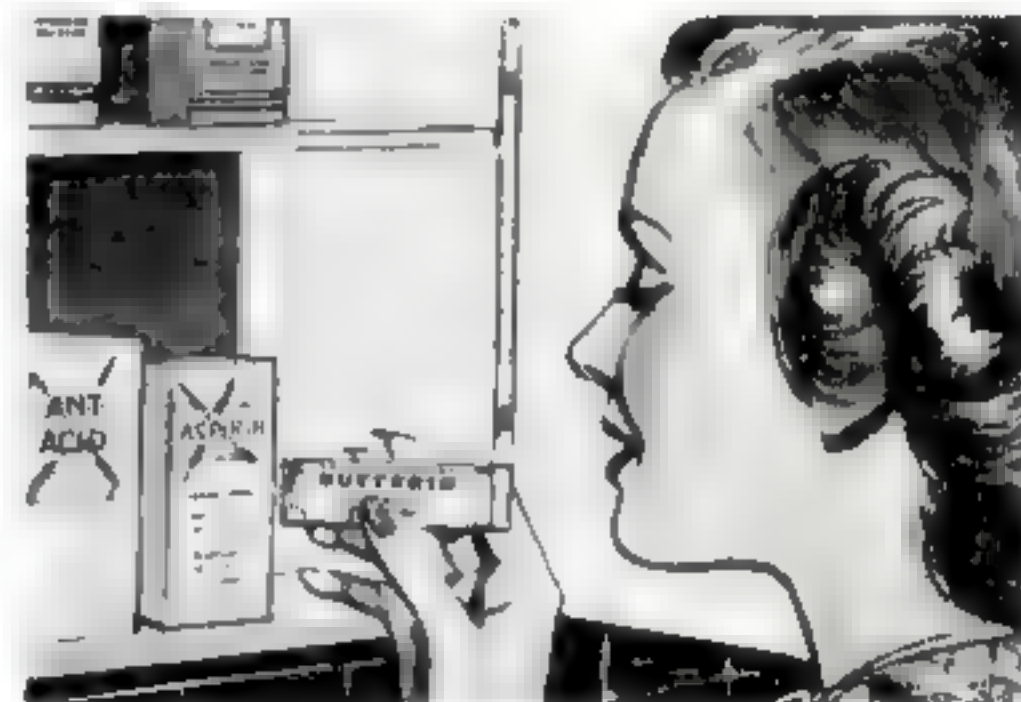
New product for fast pain relief doesn't disagree with you!



No tablet, powder or any other product that you take to relieve pain can start relieving it until it is absorbed into your bloodstream. For only then does it go to work to give you the relief you want.



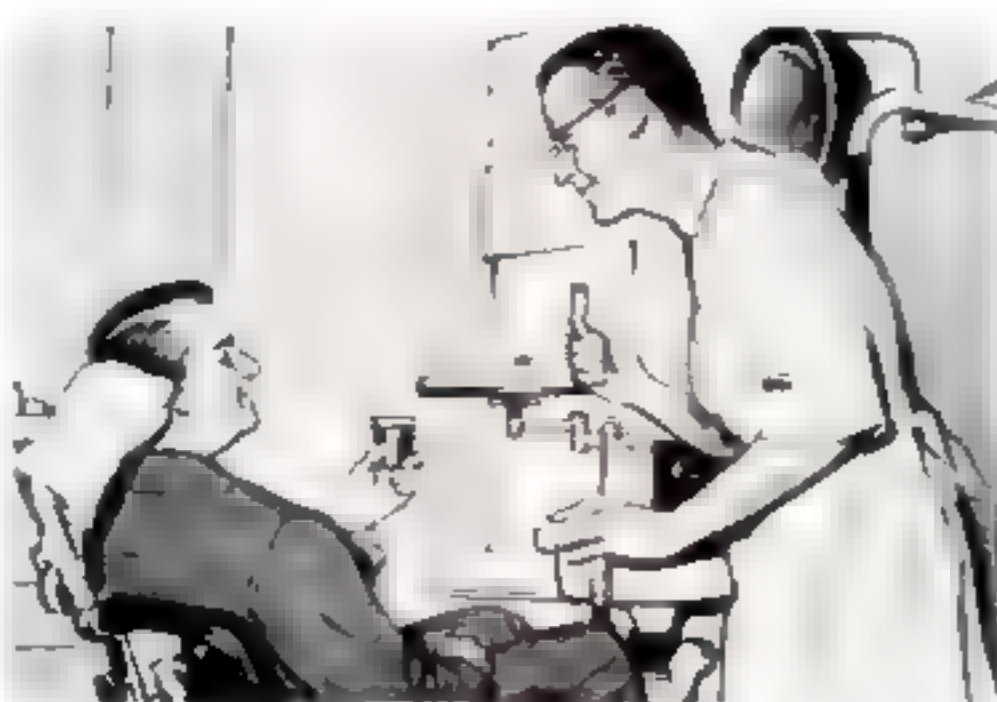
Clinical studies prove that people who take Bufferin have twice as much pain-relieving ingredients in the blood stream after 10 minutes as those who take aspirin. Bufferin acts twice as fast to relieve pain!



Many people take an antacid when they take aspirin. With Bufferin this is not necessary because Bufferin is an antacid. Bufferin actually protects your stomach from aspirin irritation.



In a recent clinical test, 200 patients—20 of whom had suffered gastric disturbances after taking aspirin—were given identical doses of Bufferin. The astonishing results: Only one of the 200 had even mild distress!



Ask your doctor or dentist about the remarkable effectiveness of Bufferin. Get Bufferin from your druggist. In handy 12-tablet, pocket-size package—or economical 36- and 100-tablet packages for home use.

IF YOU HAVE BEEN ADVISED BY YOUR DOCTOR TO TAKE LARGE DOSES OF ASPIRIN AND YOU FIND THAT ASPIRIN CAUSES GASTRIC DISTRESS—ASK YOUR DOCTOR ABOUT BUFFERIN.



IF YOU SUFFER PAIN FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

ALBA

Presents the *NEW*
Multi-twist
15 DENIER NYLON STOCKING

Research has developed a
new technique of twisting the
single thread of nylon yarn
before knitting . . . to produce
a better stocking . . .

More Resistant to Snagging
No Shine . . . Duller
Finer Straight Seams

AFTERGLO . . . A DARK TAUPE
HICKORY . . . A NATURAL BEIGE
OAK . . . A MEDIUM BROWN

Someone is looking at your legs

BY BAGUE
15 DENIER

1.50

AT BETTER
STORES
EVERYWHERE

PILOT FULL FASHION MILLS, INC., VALDESE, N. C.

Welsh

*Creates A Stir
Among The Small Fry!*

SENSATIONAL
POPULARITY OF
THE WELSH
STROLLETTE FOR
TODDLERS BEING
DUPLICATED IN
THE DOLL-BABY
WORLD!

*These Welsh Features
Thrill Little Mothers:*

- A sure 'nuff shopping bag that holds things for dolly (or puppy). Removable for cleaning.
- Completely collapsible for folding and storing.
- Attractively styled just like the "grown-ups".



Dolly's WELSH "Gadabout"

AT ALL LEADING STORES



WELSH COMPANY

World's largest manufacturer of folding baby carriages
1535 S. EIGHTH ST. ST. LOUIS 4, MO.



DANCE DRESS separates to make other costumes (LIFE, Sept. 25). Pink faille skirt (\$6.50), velveteen top (\$4.98), velvet belt (59¢) are from Ohrbach's.

Total outlay is \$90.83

The priced items LIFE has pictured on these pages add up to a wardrobe of new fall clothes that a baby-sitter who wants style at a price can find for \$90.83. Her \$5-a-week clothes allotment for 18 weeks equals \$90. For that and the sacrifice of one movie she can buy: three skirts, two shirts, two velveteen tops, one sweater, one bag, a belt, a stiff collar, a hat, one pair of shoes, a dress, a winter coat and even mink accessories.



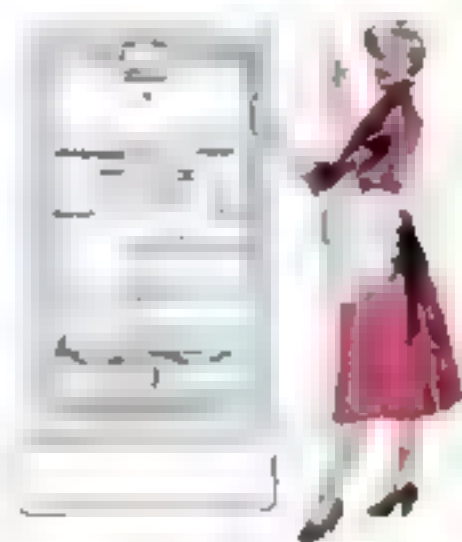
CROSLEY ANNOUNCES THE EXCLUSIVE NEW WORKSAVER DESIGN GIVES YOU UP

**AND THE BEAUTY OF IT IS—
ALL SPACE IS AT THE "CONVENIENCE LEVEL"
EASY TO REACH, EASY TO USE,
NO STOOPING CLEAR TO THE FLOOR!**

It's absolutely true! Now you get *new* space—*more* space—and *all* where it's easiest to reach! Yes, that famous Shelvador* gives you new *extra* space for storing constantly needed foods . . . space and convenience you get in *no other refrigerator!* That's because Shelvador's new, sturdy, snow-white plastic shelves are *part* of that big thick door, *recessed* in it—*take no space at all from inside the cabinet!* Instead—they actually *add* nearly 2 cubic feet of *extra* capacity! That famous door is extra heavily insulated, too. And its special heavy-duty hinges make it sag-proof.

And *look!* See that "jewel box" in the center of the Shelvador? That's the new Crosley "ButterSafe"! It's a *separate* insulated

compartment with *separate* automatic control, where a full pound of butter can be kept at exactly the consistency you want for smooth, easy spreading. And it lifts out for quick-as-a-wink cleaning!



**THE GIANT NEW
DOUBLE FREEZER**
gives you more
frozen food space and
twice the convenience

Here at last is a freezer compartment that does far more than just hold a few pounds of frozen food and make a few trays of ice cubes! It holds up to *seventy* pounds! Big full-width frozen food locker has a freezer shelf that is maintained at *sub-zero* for quick freezing. Below, there's a separate compartment



—with *its own door*—where you freeze loads of ice cubes and store your day-to-day supply of frozen foods. No need to open the frozen storage door every time you want a few ice cubes—no need to rearrange your whole supply every time you want a package or two of frozen foods!

**New bigger dry-cold compartment with
bottom shelf at new "convenience level"!**

Here is the *extra roomy* "living room" of your Crosley! *New* temperature and humidity control takes care of changes in weather . . . chrome shelves fit flush . . . big meatholder . . . *two* "crispers" . . . and finally—the handy *unique* Crosley pull-out "rearranging shelf."



ONLY CROSLEY GIVES YOU THE SHELVADOR*

AMAZING 1950 SHELVADOR*

TO 23% MORE SPACE IN THE SAME SIZE CABINET!

TWICE AS MUCH FOOD WHERE YOU WANT IT

**IN FRONT!
IN SIGHT!
IN REACH!**

Now on display at
all Crosley Dealers

8 beautiful models
all at new low prices!

All that new extra space
fully refrigerated too!

You'll be delighted with the
convenient new space-adding level
of the lowest shelf! Not so high
that space is wasted—not too low
just perfect. Just one more proof that
everything in a Crosley is designed
from the "Woman's Angle."

World's most
beautiful refrigerator!

Eye-catching lines—trigger-
action door handle—cleaming
Dulux enamel exterior—sparkling,
easier-to-clean, acid-resisting,
porcelain-enamel interior
ELECTROSAVER unit—quieter, more
economical—with a five year warranty!

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SHELVADOR® REFRIGERATORS	FARM AND HOME FREEZERS
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RADIOS	RADIO PHONOGRAPHS
	TELEVISION

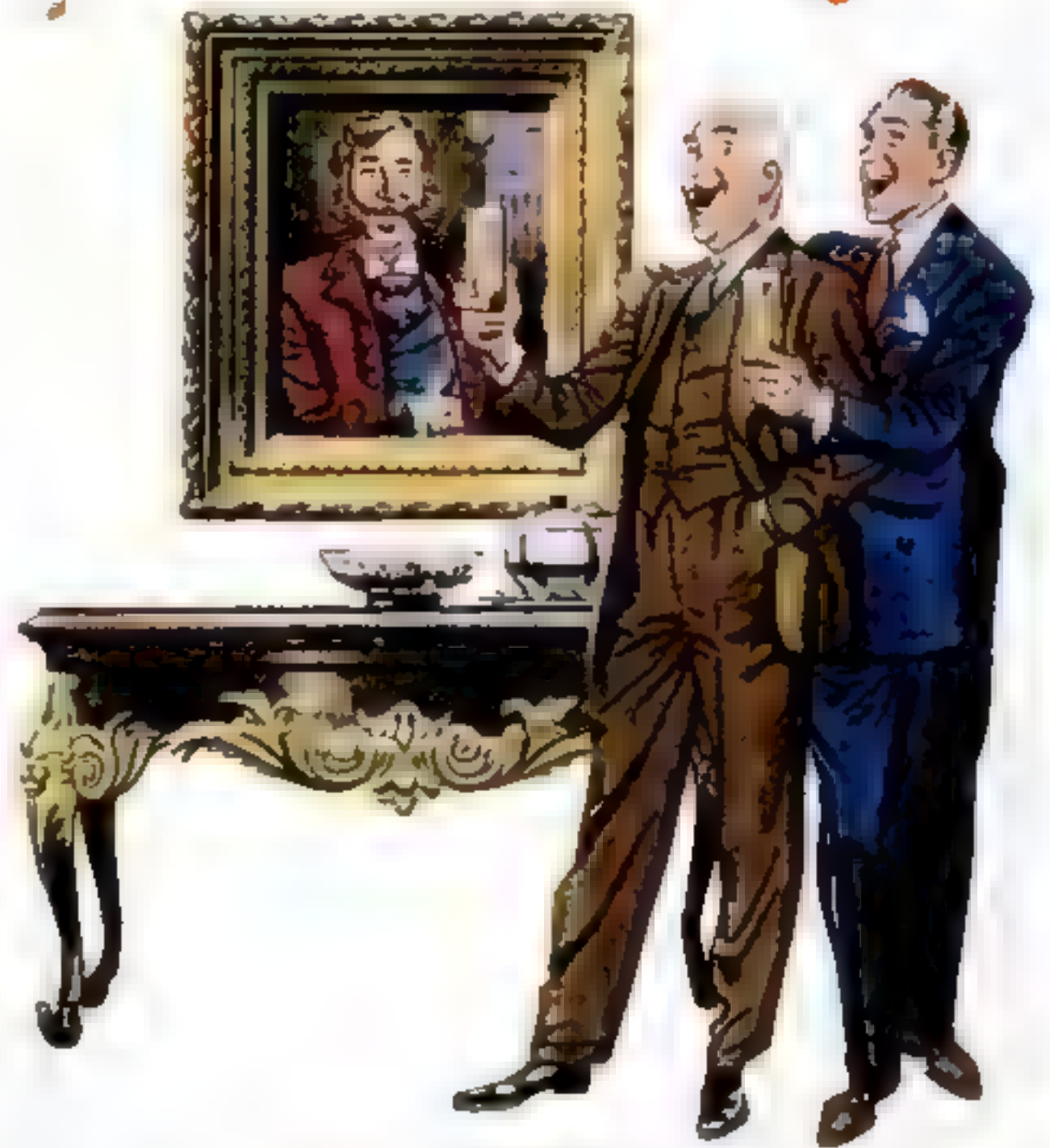
and of course, they're electric!

**SEE CROSLEY DEALERS FOR DETAILS OF THE
CROSLEY MILLION DOLLAR CONTEST GIVEAWAY**

WHEN GRANDPA WAS A LAD HE KNEW
OF HIRAM WALKER'S FAME —



AND HIRAM WALKER QUALITY
TODAY TASTES JUST THE SAME —



SO GET THE BEST THAT YOU CAN BUY
AND ASK FOR IT BY NAME —



JUST TELL THE MAN
YOU WANT IMPERIAL!



IMPERIAL is made by Hiram Walker. And Hiram Walker's
91 years at fine whiskey-making makes Imperial good!





SEMIREALISTIC RENAULT SHOWS HIS TREMENDOUS BULK



WHEN HE POSED, PATRON RENAULT RELAXED IN A CHAIR AT HIS HOME ABOVE INN

PATIENT PATRON

Massive French art lover sits for 145 portraits by one artist

The most patient and placidly tolerant patron in the world of art today is the mountainous Parisian above, Camille Renault, an innkeeper and cook by trade. Last year he spent 480 hours posing without charge for a young modern artist named Reynold Arnoold, who was so impressed by Renault's contours and proportions (weight 396 pounds) that for a year he painted little else. All together, he did 45 paintings and 100 draw-

ings of Renault, which, as they progressed, conveyed an increasingly abstract and unflattering impression of their subject. Even so Renault was delighted and bought 24 of them, one of which is shown on this page (*top left*). Last spring Arnoold put them all on exhibition in Paris, where they created enough of a stir to be taken to London. Now he is exhibiting them in New York and plans to send them on a tour throughout the U.S.



MORE ABSTRACT VERSION CATCHES HIM IN BAD MOOD



FURTHER ABSTRACTION MAKES HIM DISAPPEAR IN WALL



IN LATER PORTRAIT RENAULT RESEMBLES BABOON



IN FINAL PORTRAIT HE IS HAIRY, ONE-EYED



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like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF (94.4)
DRINKS NEVER TASTE THIN WITH GORDON'S GIN

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ARNOULD BEGAN SERIES WITH AN ACCURATE SKETCH OF RENAULT'S HEAD



DRAWING OF WHOLE FIGURE STRESSES CONTOURS, RESEMBLES A SHMOO



SKETCH OF FACE CATCHES RENAULT'S JOWLED, MOONLIKE COUNTENANCE



The Couple who broke the rules!

At West Point, life is governed by regulations—two whole books of them—and many cadet customs and traditions. Even courting is done according to rules, as Cadet Walworth Williams and Barbara Savage of Georgia found out.

So, after Cadet Williams got his commission, and married Barbara, he had an idea. "Let's go back to West Point and break all the regulations we followed when I was a cadet!"

"It's a date!" Barbara exclaimed. "Just as soon as I change my wedding dress for my going-away suit and—" she thought the rest—"freshen up with Woodbury Facial Soap..."



Barbara bought the dinners during his cadet days. It was a rule. But *this* time the rule is broken—and Lieutenant Williams pays. The thought makes Barbara glow (of course, some of her glow is due to regular Woodbury care).



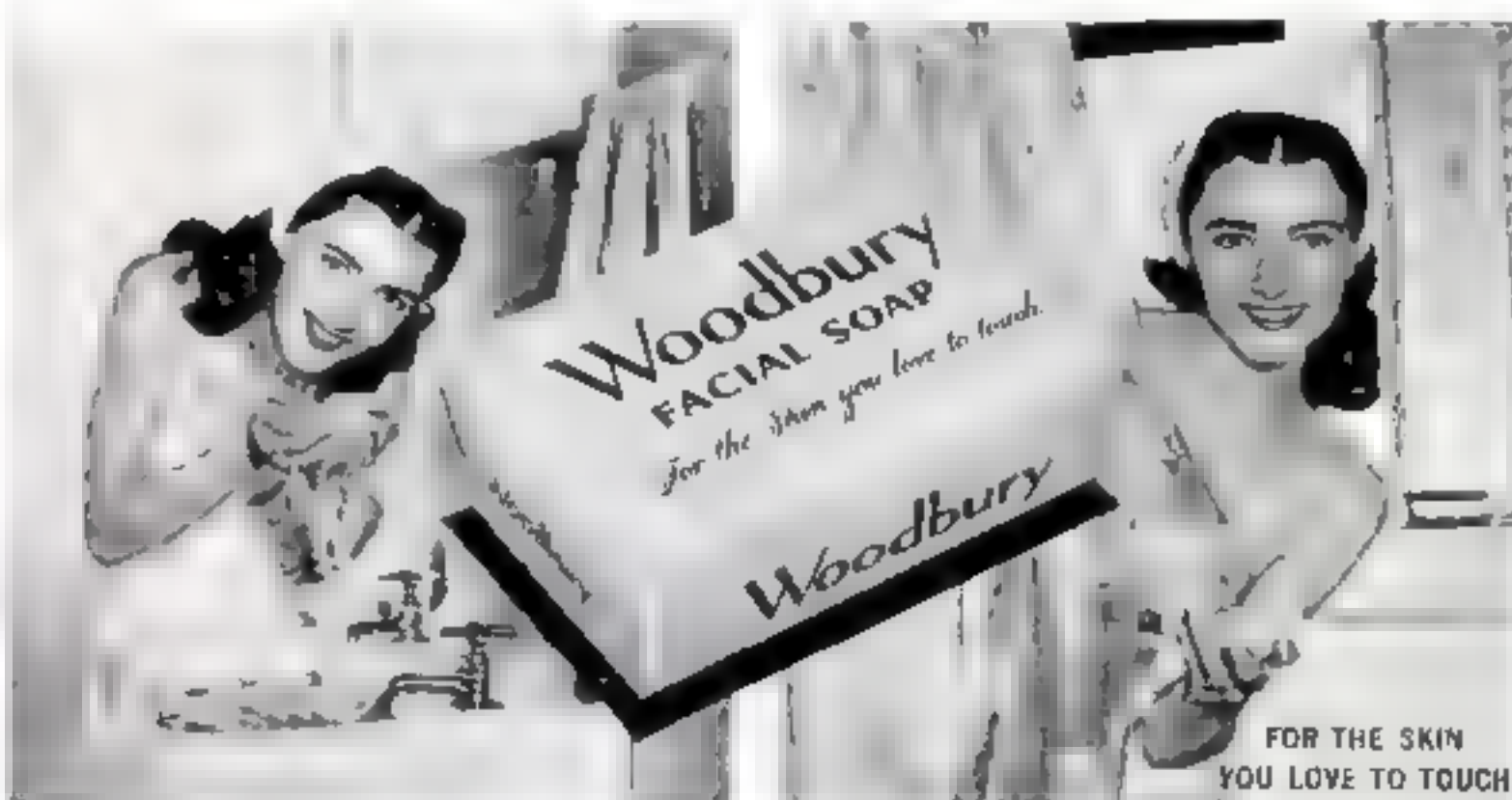
"Too bad this isn't the big game," Barbara sighs. "The one when we *couldn't* sit together! We'd be breaking *that* tradition right now." Barbara never breaks her beauty tradition: using extra-mild Woodbury Soap.



"Now we can picnic without a chaperone!" Worth exclaims. "And I can tell you all the things I couldn't before—such as, you're beautiful!" (There's a *beauty-cream* ingredient in her Woodbury Soap, Lieutenant!)



"We couldn't stroll like this when I took you home," Worth remembers. "And I had only 5 minutes to report back after leaving you. The world's record for running a mile is 4 minutes, 1 second!"



There's an old, established rule Barbara never breaks: keeping to soap that doesn't burn her skin—Woodbury. It contains an ingredient of rich face creams. Doctors tested Woodbury among women, and not one showed a trace

of skin-burn—that roughened condition of skin robbed of its softening oils. Woodbury Soap is made by skin specialists. And now, there's a bath-size as well as a face-size, for a Woodbury beauty complexion all over!

No "Skin-Burn" with Woodbury's Beauty-Cream Ingredient!



GONZALES LOOKS GOOD as he smashes a Kramer lob in this photograph made at moment of racket's impact with ball. All his shots worked well in second set.

SPORTS



HIS FACE AND NECK STREAMING SWEAT, KRAMER COMES IN FAST TO RETURN A HARD SHOT BY GONZALES

AN OLD PRO BEATS PANCHO

Last week at Madison Square Garden two athletes began a long and arduous but very lucrative search for the answer to a simple question: Who is the best tennis player in the world? They were Richard ("Pancho") Gonzales, 21, the 1949 U.S. amateur champion who recently turned professional, and Jack Kramer, 28, ruler of the pros. Some 13,000 people paid as much as \$8 apiece to see the first of nearly 100 matches they will play in the U.S.

and Europe. The result was decisive, if not conclusive. Kramer, playing brilliant tennis (*above*), drubbed Pancho 6-4, 3-6, 6-3, 6-2. Part of the time Gonzales looked, as he once described himself, like a lost dog (*below*); the one time he found himself (*left*), he was incomparable. But no one actually counted Pancho out. Two years ago Jack Kramer lost his first professional match to Bobby Riggs, and then went on to establish undisputed mastery.



GONZALES LOOKS BAD as he gets lost in the crowd (*center*) after desperate retrieve of sharply angled shot by Kramer and watches in dismay as the professional

champion puts away ball (*right*) for point. Kramer made few errors, and most of Pancho's points were earned. Gonzales was erratic, hit many easy ones into the net.

the *hidden* cornerstone



TOM BARRETT sat down, half-aware of the applause from the crowd beyond the speakers' platform. He had, he thought, done a good job of introducing Mayor Phillips—who was to make the main speech at the laying of the cornerstone for the new public library.

Tom glanced toward the mayor, now standing in his characteristic "public speaking" pose, and chuckled inwardly. He had heard Mayor Phillips orate before: "Citizens of Millvale . . . this great and auspicious occasion . . . dedicate with pride . . . beautiful new library . . . deeply honored." Quite a character, the mayor, but a good man for the office. Conscientious. Genuinely interested in making Millvale a better place in which to live.

Today Mayor Phillips began: "My friends, I came here prepared to give the speech I generally give on such occasions—or one very much like it. But while Tom Barrett was talking a few minutes ago I got to thinking about something—and I'll tell you about that instead."

The crowd quieted down.

"I got to thinking," the mayor went on, "that we all came out here today to dedicate a cornerstone—which, when you look at it in one way, is only a block of stone."

"Sure, the cornerstone of the new library means great progress for Millvale. But it seems to me that we have other cornerstones in Millvale that deserve our recognition and tribute even more.

"I'm referring to the people who form the foundation on which our town is really built—the people who often go through their whole lives doing good for others and yet never receive as much public recognition as that piece of stone over there.

"I got to thinking that Tom Barrett is one of those 'hidden cornerstones.' For even though most of us know him—as a member of the school board and the man who headed up the fund-raising drive for this new library—very few people fully realize how much he has done for the town as a whole over the years.

"Tom has helped hundreds of men—like myself—plan secure futures for their wives and families. By getting folks in town to take out life insurance, many widows are able to get along today without suffering hardship . . . many children are going to school who otherwise might not have gone . . . many older folks have ease instead of drudgery in their later years.

"And so, before we get on with the new library, I'd like to suggest that we take time out, right here and now, to pay public tribute to that 'cornerstone' of our community sitting at my right . . ."

Tom Barrett, the New York Life Agent in Millvale, was half-aware of the applause that welled up from the crowd beyond the speakers' platform. He blinked his eyes a little faster than it is usual for a man to blink his eyes, even in such bright sunlight.

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.

THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW

Naturally, names used in this story are fictitious.



SILVANA MANGANO, PLAYING THE HEROINE OF "BITTER RICE," LIES IN ONE OF THE SQUALID HUTS PROVIDED FOR THE RICE PICKERS AND DREAMS OF ADVENTURE

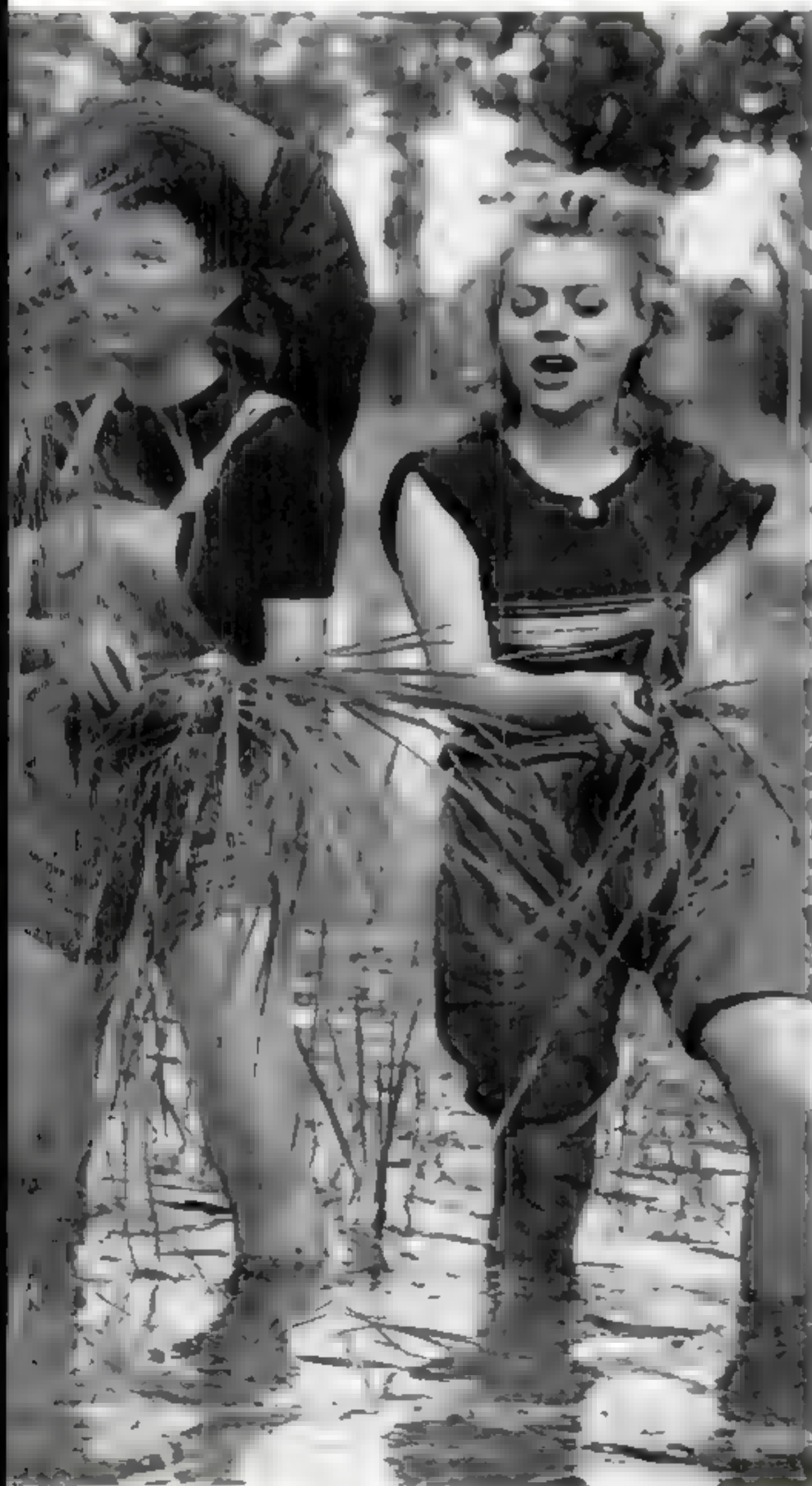


SILVANA (FOURTH FROM LEFT) LEADS A GROUP OF MIGRATORY RICE PICKERS IN HURLING VIOLENT EPITHETS AT A GROUP OF REGULAR WORKERS IN A QUARREL OVER

MOVIE BAD GIRLS

Rags and riots lead to Italian film success

The young ladies on these pages are all Italian starlets, and as the pictures show, they lead a life before the camera which is very different from that of their American counterparts. In obedience to the "realistic" fashion which Italian directors like Roberto Rossellini have established since the end of the war, they are most commonly seen as brawling bad girls—in rags and barefoot, and with no occupations open to them but farm labor, guerrilla warfare and prostitution. Man's hand is ever raised against them and they are ready to give back just as good as they get. Silvana Mangano, the heroine of *Butter Rice*, who appears below screeching insults at fellow workers in a rice field, goes through floods, burglaries and battles in conditions of sordid poverty, turns informer, kills her lover and finally commits suicide. A whole generation of starlets in Italy (*next page*) is following the same road to success, playing squalid roles, generally with their hair and morals down. But Hollywood casting directors have been active in Italy, and soon the same girls may be seen in Hollywood, their appearances primped and their manners polished in the standard way of all good little American starlets.



WORKING CONDITIONS WHICH TURNS INTO A MUDDY FREE-FOR-ALL

CONTINUED ON NEXT PAGE



Are you really Lovely to Love?

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Have you ever wondered if you are as lovely as you could be—are you completely sure of your charm? Your deodorant can be the difference... and you will never know how lovely you *can* be until you use FRESH.

FRESH is so completely effective, yet so easy and pleasant to use... Different from any deodorant you have ever tried. Prove this to yourself with the free jar of creamy, smooth FRESH we will send you.

Test it. Write to FRESH, Chrysler Building, New York 17, N.Y.





WITH
Gossar-DEB

From blue-jeans to date-time best, Gossar-DEB shapes a picture-pretty YOU!

Just 3¼ ounces of tissue thin Nylon leno elastic...gently coaxes your figure into lines of pin-up glamour. Spiced with blue stitching and a pert ruffle. Gossar-DEB gives you *all the extras* of Gossard quality. No. 535 girdle at \$5. Matching pantie No. 635 (shown) slightly more. Both in two lengths. White.

Low-plunge bra...satin, with clever scroll-stitched cups for that certain lift. Ask for No. 1272. Three cup sizes. White. \$1.50. In easy-to-care-for Nylon, \$2.

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Gossard—the most complete line
for all ages and figure types

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CARLA DEL POGGIO (second from left) plays a prostitute in a movie called *Without Pity*. Here she and a group of pals

prepare to shoot their way out of a prison hospital with the aid of Carla's lover, an American Negro soldier who is AWOL.



FRANCA MARZI, who plays in *Tombolo*, shows her scars of battle to black marketeers who had sent her to entertain GIs.



MARINA BERTI, in *The Earth Cries Out*, guards Haganah post in Israel. Marina has already been signed by Hollywood

HERE'S MILLION-DOLLAR PROOF!

SOFSKIN MAKES HANDS SOFTER, SMOOTHER



"Snags and pulls cost stocking makers millions of dollars yearly. But at Mojud we've cut our losses by having our workers use Sofskin Creme," says Nathaniel Judson, Chairman of Board of Directors of Mojud Hosiery Co.



Snag goes the stocking when flaky dryskin bits catch on the delicate threads. Proof enough your hands need Sofskin!



Quick, smooth on Sofskin. See how quickly this beauty-rich cream penetrates and smooths the dry surface skin. Wonderful!



Smoother! Free of stocking-catchers, 'Sofskin' Hands glide into stockings. Softer, smoother, younger-looking all over!

MAKE THE "STOCKING TEST" YOURSELF

See in seconds how Sofskin softens, smooths your Dryskin Hands!

It's the biggest news for Dryskin Hands in years! Imagine a hand cream so softening . . . so smoothing . . . that the makers of famous hosiery require their workers to use it. That's Sofskin!

Stocking makers provide proof

Stocking makers know from experience that Sofskin Creme makes dry, rough hands feel silky-smooth . . . thus preventing huge losses from snags and

pulls. As Nathaniel Judson of Mojud Hosiery Company says:

"Snags and pulls cost stocking makers millions of dollars yearly. But every girl who handles Mojud Hosiery has soft, smooth hands free of stocking-catchers—thanks to Sofskin Creme."

Million-dollar proof that Sofskin Creme can make your hands softer, smoother! Make the "Stocking Test" right at home . . . and see for yourself what a beautiful difference Sofskin makes!

The moment you smooth it on, Sofskin goes to work . . . softens,

smoothing, beautifying. Dry surface skin seems to lap up its creamy goodness . . . for Sofskin has penetrating action. It doesn't just slick the top. It actually makes the skin itself feel smoother, look younger!

Softens, smooths 3 kinds of Dryskin

Made with true skin-softeners, Sofskin smooths 3 kinds of Dryskin: cold-weather roughness, hard-water dryness, soapy-water chapping. So before and after house-work . . . whenever, wherever you want softer, smoother skin . . . use Sofskin!

Soft as
Sofskin Hands

More women than ever before use



Sofskin

CREME

So successful, 3 out of 5 who try it, buy it!
Available at all drug and cosmetic counters.

Get 21-Day supply of Sofskin for 10¢!

Sofskin Co., Dept. 30, Findlay, Ohio.

Please send me generous 21-day supply of luxurious Sofskin Creme. I enclose 10¢.

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COMMEMORATIVE STAMP honors the four chaplains, one of them Dr. Poling's son (second from left), who died on *Dorchester*.

A Protestant's Faith

A famous clergyman recalls some moving wartime experiences and explains that the cornerstone of his belief is an acceptance of Christ's divinity

by DR. DANIEL A. POLING

ONLY a Christlike world will ever be a world of peace, and only Christ-like men and women will ever build a permanent security from the threat of war. It is as simple as that and, of course, as difficult.

Nearly one half of America—approximately 70 million people—belongs to no religious group: Catholic, Protestant, Jewish or any of the smaller sects. Indifference, not intolerance, is the major problem of religion in the U.S. today. Recently a secular writer declared, "This country faces three alternatives—Protestantism, Roman Catholicism or paganism," and he affirmed that either of the first two was infinitely to be preferred to the last. I propose a fourth—Christianity.

Christianity is first of all a faith, not an institution or even a way of life. It is a belief; and if ever again Christians believe hard enough they may accomplish in their time a world revolution as complete as that which followed the conversion of the Roman emperor Constantine in the 4th Century.

But Christianity is not just any faith. What you believe does make a difference, and it is here that the genius and uniqueness of Christianity lie. Christianity is faith in Jesus Christ as the Son of God. Theologically that faith is expressed in the phrase, "very God of very God," or as the Apostles' Creed has it, "Jesus Christ his only Son our Lord," and the issue is the deity of Jesus. Dostoevski in *The Possessed* made one of his characters say that Christianity turns on one question and one alone: "Whether a man as a civilized being . . . can believe at all, believe, that is, in the Divinity of the Son of God, Jesus Christ, for therein rests, strictly speaking, the whole faith."

But when, as in some of the so-called Christian churches today, Jesus Christ is stripped of His deity and becomes just "a good man," however great, He is left with less moral authority than Abraham Lincoln or Leo Tolstoy and infinitely less than Buddha or Confucius.

I am a Protestant who passionately holds to his tradition and to the theological particulars of Protestantism. But I now face squarely the

The approach of Armistice Day makes this a fitting time to examine the faiths that sustain men through the chaos of war and the disillusionments of peace. Dr. Poling gives a Protestant view of religion's true meaning and place in our lives. A former pastor of the Marble Collegiate Church in New York City, and later senior minister of the Baptist Temple in Philadelphia, Dr. Poling is editor of the *Christian Herald* and president of the World's Christian Endeavor Union.

fact that the unity of Roman Catholicism on the deity of Jesus puts me both in debt and in shame. Let us not blink the fact that in this regard the Roman Catholic Church has a faith that challenges the Protestant churches and cuts across the Protestant tradition of freedom. As a Protestant, I agree that under the American Constitution the Roman Catholic Church has full right to propagate and proselytize for the Catholic faith, full right to win America to its belief—and the Roman Catholic Church is not bigoted when it does so. Equally under the Constitution, the Protestant churches have this same right, no more, and no less. Specifically and finally, they do not accept the authoritarian Roman Catholic position, and they are not bigots when they reject it and strive to support, strengthen and unify their own faith. The bigot is that low fellow who refuses to another what he claims for himself and who is forever shouting "bigot." But there is something in common beyond the particulars of each faith, something immediate and imperative to all Christians—our responsibility for the spiritual defenses of the nation and for unyielding progress toward an enduring world peace. In this atomic age the ultimatum presented to civilization is Christ or chaos, and Christians of whatever name or sign must be Christians first and always.

Fortunately, within Protestantism today I see and feel a rising tide of return to Jesus Christ as "very God," for Jesus Christ alone accomplishes the new birth within me, redeems me and, through me, redeems the little world in which

I move. And here is the only formula that will save mankind.

If the irreducible minimum of Christianity is faithful acceptance of Jesus Christ as the Son of God, then specifically what does that mean to me? To me it means an experience. There are many particulars of my faith which I accept intellectually but which are not within the realm of my experience—for instance, the virgin birth. But I believe in immortality, in eternal life, because it has been a personal experience for me ever since a certain February morning in 1918.

With an orderly I waited in the rain at the top of a communicating trench north of Toul in France. A platoon from a U.S. machine-gun company was coming out. The first lieutenant who brought up the rear stopped to inquire the way to the nearest canteen. He was sick and fever burned in his tired face. "Tonsillitis," he explained as he leaned on his stick, "and trenchfoot." Then, pulling himself together, he stumbled on after his men. When he had gone a very short distance a three-inch shell "let go" in the middle of his platoon. Hearing it coming, we flung ourselves flat in the mud. And then, at the screams of agony, we hurried to the wounded and dead. We looked after those who still needed the little we could do for them and gathered up the fragments of the others.

There on that bloody highway of France I experienced immortality. I knew that the lieutenant with the aching throat, the lad whose sick eyes had just looked into mine, the boy with whom I had just talked was not in what I was picking up. I had not talked to *that*. But also I knew he was somewhere. I knew that there had been Authority enough to begin his life, to carry it from his mother's womb to this awful end on a shell-scarred road of France. Short of immortality, I had the choice of just two conclusions: 1) either Creative Authority willed to leave that personality there in the blood and muck, willed to end it in such a sorry fashion; or 2) the same Authority which could create was unable to continue, was helpless before the event, was without resources beyond that road in front of Toul. Either conclusion was to me unreasonable. That young lieutenant stopped where I had picked up his

nothing
you
could
give
flatters
half
so
much...

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SIMULATED PEARLS



Nothing brings
the same
thrill of delight;
the same
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Beautifully
packaged in the
"Gold" box,
bright with ribbon
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THE LOVELIEST
PEARLS MADE BY MAN
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A PROTESTANT'S FAITH CONTINUED

scattered body, or he went on. I knew then as I know now that he went on. It was not a debate, it was not an argument. It was an experience. And I know that those whose forms I touch when only their forms remain, when to my touch there is no responsive pressure, have by a divine miracle survived. Also I know where to find them!

To me the deity of Jesus Christ has become like that experience at Toul. To me He is God, my experience, and without Him I would have no God.

As a boy I was afraid of God. I feared and even hated Him. I associated Him with a picture in the family Bible—a bearded, angry man with a sword high above His head, driving two little people (Adam and Eve) before Him. To me God was then a particular person and such a person. But Jesus forgave: "Neither do I condemn thee: go, and sin no more." Jesus gathered little children into His arms. Jesus crossed every social frontier and broke through the cries of "Unclean, unclean!" to heal the lepers. When I heard Jesus say to me, "Come and see," and accepted that invitation, I said, "Now I know what God is like. He is like that!" Presently a great light broke over me, and I knew that Jesus had made God real to me, that in Jesus, God had come alive to me. To me Jesus is completely God.

Here again my experience is beyond debate. I do not argue nor am I angry when my experience is denied, but I have experienced the personal basis for my belief.

Now and then you hear wild and frightening talk about a "holy war" which will some day overtake and destroy America. The four chaplains of three faiths on the troopship *Dorchester* had the answer for that, and their answer is perhaps the epic experience of World War II.

IN WORLD WAR I Dr. Poling went overseas for the Y.M.C.A., was gassed on the French front.

John Washington was a Roman Catholic priest, the son of a mother who gave three sons to her country and who got back only one. Alexander Goode was a rabbi, the son of a rabbi, a husband and father. George Fox, a Methodist preacher, was a decorated veteran of World War I, with a son in World War II. Clark Poling was our son, a graduate of a Quaker preparatory school who put aside pacifism when he discovered that love for his fellow men could be as physically aggressive and forceful as it was when Jesus drove the money changers from the temple.

These four were en route to Greenland on the troopship *Dorchester* when on Feb. 3, 1943, just after midnight, their vessel was torpedoed. More than 600 men were lost, and there were less than 300 survivors. Each of the chaplains was awarded the Purple Heart and the Distinguished Service Cross posthumously. The citation of each reads:

For extraordinary heroism in connection with military operations against an enemy of the United States. On the night of 3rd of February, 1943, a loaded troop transport was torpedoed, without warning, by an enemy submarine in the North Atlantic and began to sink rapidly. In the resulting confusion and darkness some men found themselves without life jackets and others became helpless through fear and the dread of plunging into the freezing water. These four chaplains heroically and calmly moved about the deck, encouraging the men and assisting them to abandon ship. After the available supply of life jackets was exhausted, they gave up their own. They remained aboard ship and went down with it offering words of encouragement and prayers to the last.

Grady Clark, a young engineer who was rescued after several hours in the water, described the event: "They quieted the panic, forced men 'frozen' on the rail toward the boats and over the side, helped men adjust life jackets and at last gave away their own. They themselves had no chance without life jackets. I swam away from the ship and turned to watch. The flares now lighted everything. The bow came up high and she slid under. The last I saw, the chap-

CONTINUED ON PAGE 118



he started to write with two hands!

Everyone knew he *should* get better marks.

They knew he was not a slow thinker . . . but no one realized that he was a *slow writer*!

His writing could never match the speed of his thoughts—and low grades were the penalty.

But now he's writing *faster*, keeping up with his thoughts—with *two* hands instead of one, on a Royal Portable typewriter!

Give *your* child the chance to put both hands to work! Give him a Royal Portable!

**The standard typewriter in portable size
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The Royal Portable—the office typewriter in truly portable size—is the portable teen-agers want most! Surveys prove it is a more than 2-to-1 favorite over any other brand! And now there's a *new*

Royal Portable . . . the GRAY MAGIC!

Check over some of the exclusive "big machine" features found only on the Gray Magic Royal Portable . . .



The only Portable Typewriter with "MAGIC" MARGIN. This famous Royal exclusive eliminates fumbling with margin stops. In same location as on Royal office typewriters.

Finger-Flow Keys! Keys shaped to the contour of your finger tips. Make typing easier, faster. Only Royal has them! The Royal Portable has a fully standard keyboard, in size, width, slope, and in distance between rows of keys, as well as in position of controls!

Streamlined, compact beauty! Gray Magic is

a pleasure to your eyes and your touch. It's designed for beauty, built to maintain its looks and precision for years of rugged use!

It's truly the standard typewriter in portable size. See the Gray Magic Royal Portable at your dealer's today! See the new Air-flight carrying case . . . see how simply, securely it holds this *truly portable* typewriter. Learn how easy it is for you to own one.

"Magic" is a registered trade-mark of Royal Typewriter Company, Inc.



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ROYAL PORTABLE**

Made by the world's largest manufacturer of typewriters

lains were up there praying for the safety of the men. They had done everything they could. I did not see them again."

Each of the *Dorchester* chaplains had a dynamic loyalty to his particular faith. To each his vows of ordination were holy, and they were passionately held. Nowhere in America could four men be found more intense in their devotion to their own faiths. But these four became one in service, in sacrifice and dying. Standing shoulder to shoulder, their arms linked and braced against the rail as the waters rose about them, each in the tradition of his faith prayed to God the Father of us all. Each was loyal to himself, but each had found a cause transcending all differences and divisions, even as their deed transcends all debate and arguments.

At the corner of Broad and Berks streets in Philadelphia, in the heart of Temple University, the Chapel of Four Chaplains is now being constructed (p. 121). When completed it will be a memorial to the *Dorchester* chaplains, an interfaith shrine. It will contain three altars, one for each of the faiths—Catholic, Jewish and Protestant—and it will be open at all times to all people.

Above the entrance will burn an eternal light, which will call all Americans to that unity which, in life and death, these four men heroically demonstrated. It will not be an argument or a debate and in no sense a theological uniformity, but a symbol. This dedication will be chiseled deep into the stone:

THE CHAPEL OF FOUR CHAPLAINS, AN INTERFAITH SHRINE
HERE IS SANCTUARY FOR BROTHERHOOD
LET IT NEVER BE VIOLATED

For me the *Dorchester* was another profound experience which helped to solve the riddle of that amazing command of Jesus: "Love your enemies." It was in World War I that I first faced that command, and at first I knew it could not be done. I was terribly concerned about the matter because for a time it seemed that I must either be a pacifist to love my enemies or renounce my Christian faith. On my knees I fought the problem through to a decision. But not until the *Dorchester* went down with her four chaplains, did my intellectual and moral acceptance of the command, "Love your enemies," become an actual experience within me. After that I knew that I loved them, and why. Never again would I question the fact. I loved them because the death of Jesus, the Son of God, for His enemies had come alive for me in the death of my own son.

During the North African campaign of World War II, I once attended a service prayer meeting held in an adobe hut at El Guetar, a village on the Gafsa front. A little group of GIs came through the blackout, sat on their helmets and worshiped with their chaplain. That night the sergeant began the Scripture reading with the first verse of the fifth chapter of St. Matthew's Gospel. When he came to the ninth verse, "Blessed are the peacemakers: for they shall be called the children of God," he hesitated and then said, "I guess that's a good place to stop." He and all those others who had his faith believed that they were peacemakers of their time. Every freedom they defended, every sacred value they protected with their lives, their very hope of winning the peace—these they claimed not only for themselves and for us but for all men everywhere, ally and foe alike. And the faith of those fighting men was realistic; for just as war could not be isolated, peace cannot be. It must be universal and for all if it is to be at all. That to me is the meaning of the command, "Love your enemies," in the will of God and after the manner of Jesus Christ.



EARLY PICTURE shows Dr. Poling and his second son, Clark. It was taken when the boy was 4.



LAST PICTURE of the Reverend Clark Poling shows him as a U.S. Army chaplain. He was 32.



Chap-ans for hands that work

'Chap-ans', a man's hand cream—created by the makers of 'Chap Suck', famous lip balm.

'Chap-ans' is specially medicated for men's hands—it brings swift, sure relief to hands chapped and cracked by wind, cold, water or dirt.

Outdoor workers, sportsmen, motorists, mechanics will welcome its healing, soothing comfort. Antiseptic, extra-penetrating, quickly absorbed 'Chap-ans' goes right to work on those tough, rough fingertips, cracked knuckles, calloused, work-hardened hands.

Buy it in the men-sized tube at druggists.

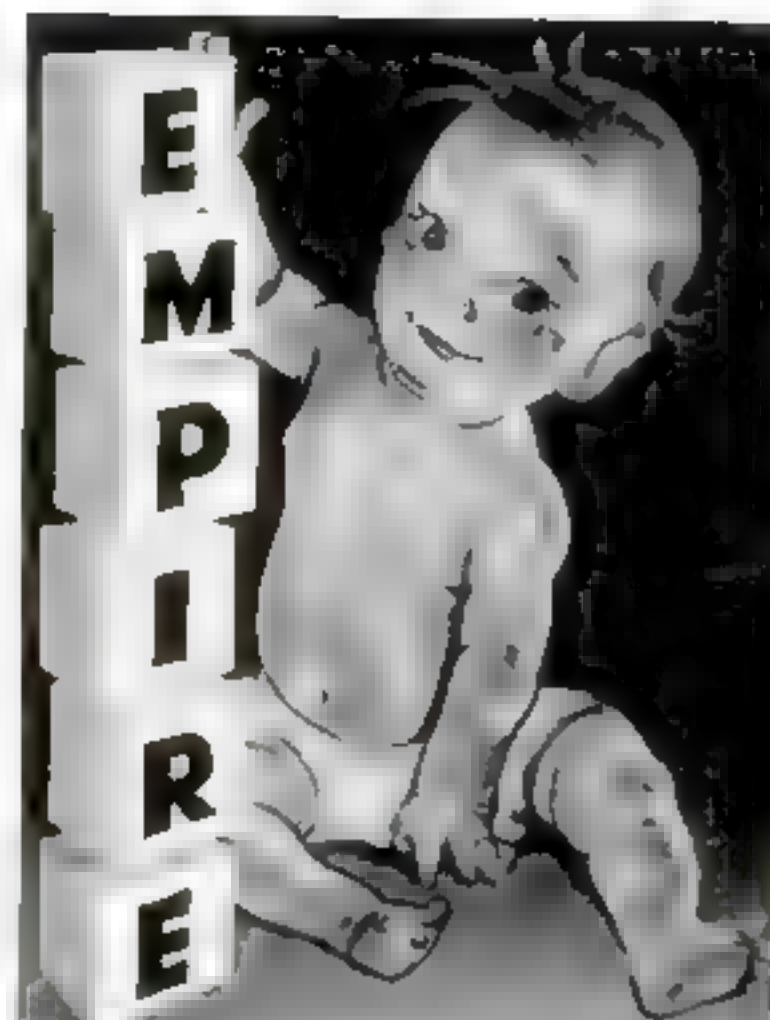


Chap-ans
Chap Stick Co., Lynchburg, Va.



When wind and weather cause lip chap, act fast; service your lips with 'Chap Suck' before they get cracked and sore. 'Chap Suck' is pocket size, easy to apply. It soothes swiftly, safely, more lastingly. The choice of travellers, sportsmen, and young and old in every walk of life.

'Chap Suck' is specially medicated, and the only antiseptic lip balm for chapped, feverish, weather beaten lips and cold sores. Buy a personal 'Chap Suck' for every member of the family.



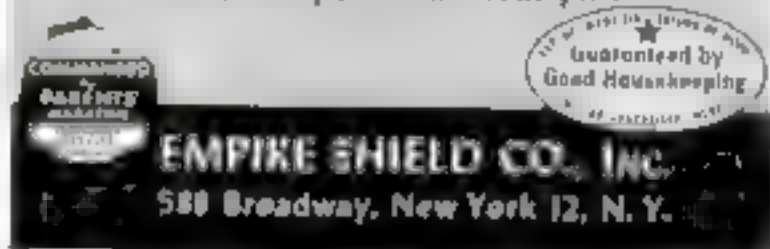
EMPIRE BABY PANTS are better!

A They're guaranteed waterproof without rubber! Made of durable, washable, odorless plastic.

B They're laboratory tested and approved. Oil and acid resistant.

C They're cut for comfort. So featherlight and soft. Available in many popularly priced styles.

Ask for the new Pant-Elle—holds baby's drooper on a float pin!



PAIN

of headache, neuritis and neuralgia

RELIEVED

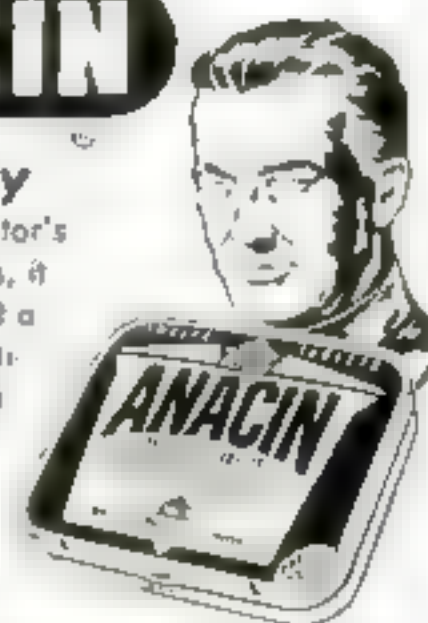
incredibly fast

the way thousands of physicians and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



T-N-T POPCORN for cozy evenings



Get Relief
QUICKER

From Your Cough
Due to a Cold

FOLEY'S Honey & Tar
Cough Compound

PEPSODENT TOOTH PASTE

Helps Stop Decay Before It Starts!

How famous Pepsodent film-removing formula helps stop formation of tooth-destroying acid!



Tooth decay is caused by acid. This acid is glued to the teeth by film. It is formed by mouth bacteria (lactobacillus acidophilus) when you eat sugars and starchy foods. Faithful brushing with Pepsodent Tooth Paste right after eating *reduces* acid formation—helps stop decay before it starts.

PEPSODENT'S GUARANTEE

For more than 14 years Pepsodent scientists have conducted continuing research to improve and perfect the film-removing action of Pepsodent Tooth Paste. We can guarantee, without reservation, there is no safer, more effective film-removing dentifrice than Pepsodent. Get film-removing Pepsodent today. Use

it regularly after eating for just 7 days. If you don't agree Pepsodent Tooth Paste removes film better than any other dentifrice you've used—return the unused portion of the tube to Pepsodent Division, Lever Bros. Co., Department F, 141 W. Jackson Blvd., Chicago 4, Ill.—and we will refund the money you paid.

*You'll have brighter teeth and
cleaner breath when you*

Fight Tooth Decay with Film-Removing Pepsodent!

The film that makes
your teeth look dull
is Acid film that
speeds decay!
Pepsodent removes it!



Film never lets up!

Film forms night and day on everyone's teeth—on your teeth, too!

You can save yourself needless cavities, pain and expense by brushing right after eating with Pepsodent Tooth Paste. And by using film-removing Pepsodent you not only help stop formation of enamel-eating acid—but also remove the dull, dingy stains that collect in film . . . and germs that cause bad breath.

There is no safer, more effective film-removing dentifrice than Pepsodent. No other tooth paste can duplicate Pepsodent's film-removing formula. No other tooth paste contains Irium*, or Pepsodent's exclusive, gentle polishing agent.

So get the famous film-removing Pepsodent Tooth Paste today. Again we say—keep teeth free of film and see your dentist twice a year.

*Irium is Pepsodent's registered trade-mark for purified alkyl sulfates.



Another Fine Product of
Lever Brothers Company

Look
for the
big, new
Economy
Size

If your briar
knocks you for a loop...



Put
this



in
your
pipe
and
smoke
it!...

Almost everybody likes Briggs. It's such a smooth smoke. It has such a mild and mellow taste... such a gentle aroma. And you'll find extra smoking pleasure in every single pipeful, because Briggs is fully-aged in real oaken casks. Light up a pipeful of Briggs today. We think you'll be mighty glad you did.

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Also available in Canada



IN WORLD WAR II Dr. Poling, shown emerging from a foxhole in Tunisia, was an accredited war correspondent during North African campaign. He also performed special government missions in Europe and later on in the Pacific.

A PROTESTANT'S FAITH CONTINUED

We have been busy about many things and all of them important, I am sure, but we have forgotten that which is first and, in forgetting that, to this hour, we have lost the peace. We have organized the ecumenical movement, we have united many Protestant denominations, we have gone about Christianizing the social order, each after his own pattern and plan. We have debated doctrine and liturgical forms, and we have advised and even condemned the statesmen. Indeed we churchmen have had as many formulas for peace and world security as there are sects among us. But Jesus stands at the door and knocks, and we are talking so loudly that we cannot hear Him. "Behold I will make all things new," He is saying, and He will do just that if we let Him in and then go out with Him, as did Peter and Paul and the rest, out to the ends of the earth and to the last extremities of man.

Wesley's "heart-warming experience"

THE Wesley revival of the 18th Century saved England from the horrors of the French Revolution and accomplished an even greater social revolt in Britain. That revival began in the soul of John Wesley himself after his "heart-warming experience" in Aldersgate Street. The spiritual equivalent of that revival now, on a world scale, would be even more potent than the Marshall Plan or a Pacific Pact, both of which I support. Without bloodshed, it would save the world from Communism.

Bishop Fred Fisher once said, "It is not the business of Christianity to provide an organization for the world but to infuse the spirit of Christ into the organizations of the world."

What then must a man, a nation or a civilization do to become, to be Christian?

First, the uniqueness of Jesus, His deity, must be acknowledged. The world has gone to the end of the trail with every other person, every other plan, every other program and has come upon disasters that have all but wrecked man. Man wants now the final word and an adequate leader. A half-god will not do. A materialistic theology has watered down the divinity of Jesus until, if it prevails further, adequate authority and power will be drained from a so-called Christianity.

Second, what Jesus has to say must be accepted as practical and imperative here and now. The indifferent community giving Him a certain intellectual obeisance has brushed Him off as an impractical visionary. But even more tragic, many churches and churchmen have gone right along with the community, so that the conflict between Sunday worship and workday practices has steadily increased. Charles M. Sheldon once wrote a novel with the title, *In His Steps: What Would Jesus Do?* It is hardly as simple as that, for even if I knew specifically what Jesus would do in a particular situation. I could not do it. I am not Jesus. But I may become what the Pacific Islander who had been Christianized described himself as being—"a Jesus man." It is not "What would Jesus do?" but "What would Jesus have me do?" and always I may find the answer to that question.

Individuals who have put the Christian ethic to work in their lives and in their business affairs have demonstrated success. We cite the Quakers of Pennsylvania. Certainly they are an example. But equally effective was the application of the Christian ethic by

I FAVOR THIS
CHEWING-GOOD
DIET!



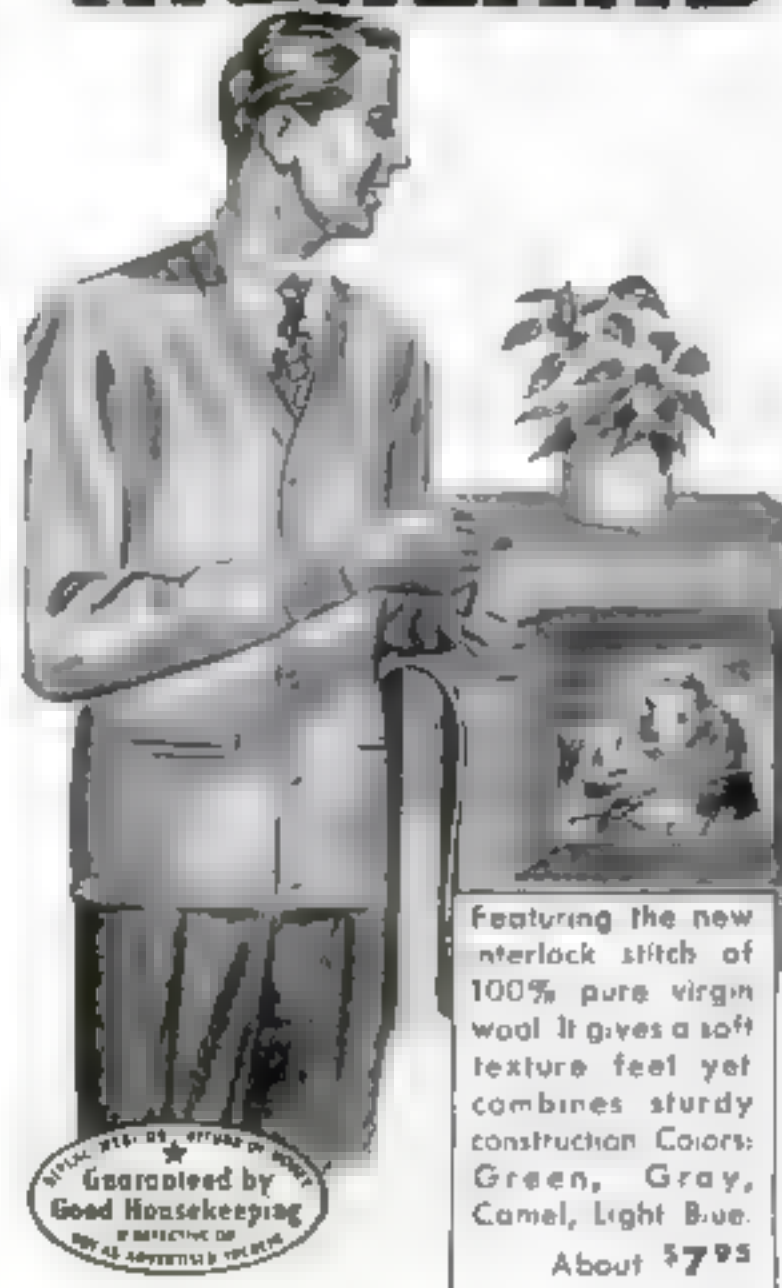
He not only likes to chew crunchy MILK-BONE DOG BISCUIT—he needs to! It's this chewing exercise that helps keep his teeth clean, helps make gums firm! MILK-BONE DOG BISCUIT are baked for purity and easier digestion... economical because so much nutrition is concentrated in each appetizing, appealing biscuit! Feed it daily!

MILK-BONE DOG BISCUIT contains nutrients your dog needs: Vitamin A, B1, B2, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.



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the NEW "HI-LOK"
by
HIGHLAND



Featuring the new interlock stitch of 100% pure virgin wool. It gives a soft texture feel yet combines sturdy construction. Colors: Green, Gray, Camel, Light Blue. About \$7.95

At leading men's shops
and department stores

HIGHLAND KNITTING MILLS
PHILADELPHIA 2, PENNA.



CONTINUED ON PAGE 121



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"





Milliken FLEECE...

beautiful soft deep pile — warmth without weight in
pulse-quickenning colors. Ask for Milliken woolens and worsteds
(100% virgin wool) in the
clothes you buy, the fabrics you sew for yourself.

MILLIKEN Woolens

450 Seventh Avenue, New York 1, N.Y.

A PROTESTANT'S FAITH CONTINUED

the Pilgrims in New England, Roger Williams in Rhode Island, the Catholics in Maryland and the Dutch in New Amsterdam when they received the Jews from Brazil.

Jesus Christ has the answer, is the answer, for the individual, for the community, for the state, for the world. A Christlike world would be a world at peace. Even as He accomplishes within the individual the great redemption He redeems society through redeemed individuals.

Third, the ideal must be put to work and the spirit must come alive in deeds. Faith in Christ as God must become a veritable passion in those who determine now at whatever cost to follow Him.

In July 1934 I was in Berlin and heard Hitler attempt to explain his "blood purge." It was a night of terror. Following that "unspeakable" speech, I walked with two young friends under the lindens. They were members of the German Christian Endeavor Union, a youth program that throughout the Hitler period remained adamant in its refusal to become Nazi. During the preceding week the executive committee of this group had met in Berlin and adopted resolutions that under the circumstances were prophetic. They declared themselves loyal to the fatherland, ready to die in its defense, but they disagreed with the so-called Aryan clause, which would lift one race above all other races. They said, "To this we do not consent. It is not Christian." And finally the resolutions closed with these heroic words, "At whatever cost we choose Christ."

One of the two men with whom I walked that night was a University of Leipzig graduate who had been my interpreter on two previous visits to Germany. He explained the resolutions in detail, insisting that there was evidence that the Führer was moving steadily toward moderation, that having won his leadership he would now administer it without fanaticism and that presently all would be well. But when I insisted on an answer to my question, "If presently all is not well, if this Aryan clause is made the test, if the pattern boldly outlined in *Mein Kampf* becomes Germany's policy, then what?" And then came the fateful answer, "Then, sir, at whatever cost, we choose Christ."

The next day I left Berlin. I never saw my friend again. He died in a concentration camp, as did many of his associates. They saw it through, they kept their faith and, choosing Christ, followed Him to the death. Now, throughout Germany, their comrades, young men and young women, are putting their lives into the foundations of a new and democratic nation.

In July 1946 I was flying back to the U.S. from Scotland by way of Iceland and the tip of Greenland. Shortly after the take-off from Reykjavik the captain of the plane came to me with a map and pointing to a cross off Greenland, he said, "It marks the *Dorchester*. When we reach that spot, we shall circle and dip and you will know." But as we approached Greenland, fog came down and the ocean was blotted out. Under the sun and above another white and shoreless sea, we flew high above the North Atlantic. I was glad. It seemed altogether fitting that time and space, their oceans and their controversies, and the transport with the heroes it entombed should all be covered. The captain returned and said, "I am sorry, sir, but we shall circle and dip."

Presently the great ship lifted, then circled and dove into the fog. Twice she circled above the dark and faceless water, and then flinging the fog and mist from her mighty wings, she rose like a homing eagle into the sun. And there was light everywhere. "I am the light of the world," Jesus said.



THE CHAPEL OF FOUR CHAPLAINS (shown above in architect's drawing) is being built at Temple University, Philadelphia. Designed for interfaith services, it will have three altars, Protestant, Catholic and Jewish. Dr. Poling is chaplain of the chapel, which will be dedicated on Memorial Day next year.

FLIRT FLIRT FLIRT

with that
old devil,
budget

buy quality undies
of *Spun-lo*

You've got your clothes allowance licked — when you wear panties and slips and gowns of Spun-lo. This quality rayon fabric saves your precious dollars two ways. One, by costing less to buy. Two, by wearing lots longer. And it's so nice to wear! Stretches when you make a move — then springs right back again. Washes like a handkerchief, and you can throw the iron away! Enough to make a girl feel flirty, isn't it?

ALWAYS LOOK FOR THIS LABEL

UNDERWRITINGS OF *Spun-lo* RAYON FABRIC

IT MEANS EXTRA VALUE FOR YOU

Guaranteed by Good Housekeeping

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TAKEN FROM LOS ANGELES POLICE AND NEWSPAPER FILES, THESE PICTURES DOCUMENT THE DEATH AND INJURY OF A DOZEN HARD-DRIVING YOUNGSTERS IN RECENT

THE "HOT-ROD" PROBLEM

TEEN-AGERS ORGANIZE TO EXPERIMENT WITH MECHANIZED SUICIDE

On the open highways and in the crowded suburbs of the U.S. teen-agers and their postgraduate friends have been killing themselves in jalopies with sickening regularity ever since 1932. But in the past year the problem has suddenly become worse. "Hot-rod" clubs have sprung up everywhere. In the 18-25 age range the number of accidents per capita is twice normal. Insurance companies, scanning this phe-



A GAME OF "CHICKEN" is re-enacted by six youngsters in Los Angeles. In this pastime the driver accelerates his car to a speed of 60 or 70 mph, then suddenly takes his

hands off the wheel. The first person who loses his nerve and grabs the wheel or touches the brake is "chicken," a fate sometimes considered worse than living to an old age.



MONTHS. AT EXTREME RIGHT POLICEMAN HOLDS FISTFUL OF LICENSES CONFISCATED FROM HOT-RODDERS WHO, ALTHOUGH THEY HAVE BEEN JAILED, ARE AT LEAST SAFE

nomenon, have had to increase rates substantially for any car—including the family sedan—driven by anyone in this age group.

In Los Angeles and Dallas, where "hot-rodding" is at its peak, hundreds of youngsters spend their spare time in suicidal games on wheels, some of which are re-enacted below and on page 124. In other localities they play "pedestrian polo—just brush 'em,

don't hit 'em," or "crinkle fender—no smashes."

Because the youngsters have organized to toy with suicide, police, schools, civic groups and insurance companies are organizing to stop the bloodshed. In 6,000 of the nation's 26,000 high schools, classes in driving are now being held. In some cities police have made space available where genuine hot-rodders—who have souped-up but safe vehicles, in con-

trast to broken-down wrecks—can race under supervision. In others older citizens are sponsoring—and directing—hot-rod clubs like the safety-minded Los Angeles Gents who stage horrifying scenes like those below in the hope of preventing real ones. But until these methods pay off—or better ones are devised—pictures of teen-age death and disaster like those above will go on being made dozens of times a day.



A "DRAG" RACE is staged by two young hot-rodders near the Los Angeles airport. Starting in low, drivers "stah" the accelerator until they hit 30 or 40 mph, then shift

to second. When they hit 70 or 80 they finally shift to high, then stop. This is sometimes called a "burn" race because rubber from the tires is burned into the pavement at start.

When it calls for a gift...

it calls for

Match-Mates by Rumpp

Matching Colors for Men and Women

The new leatherware idea everyone's talking about... everyone wants! Match-Mates—a 'round-the-clock set of perfectly matched personal leatherware... Wallet, Letter Case and Key Case, in rich, matching leathers. Illustrated in California Saddle Leather: Slim



"Streamliner" Wallet,

lock-seal constructed,

with removable pass case,

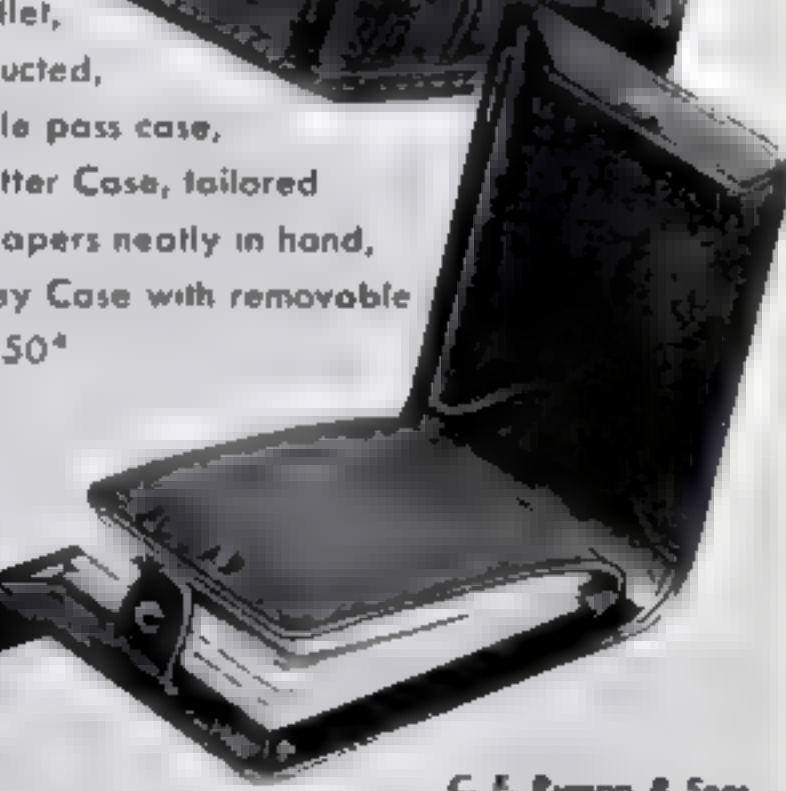
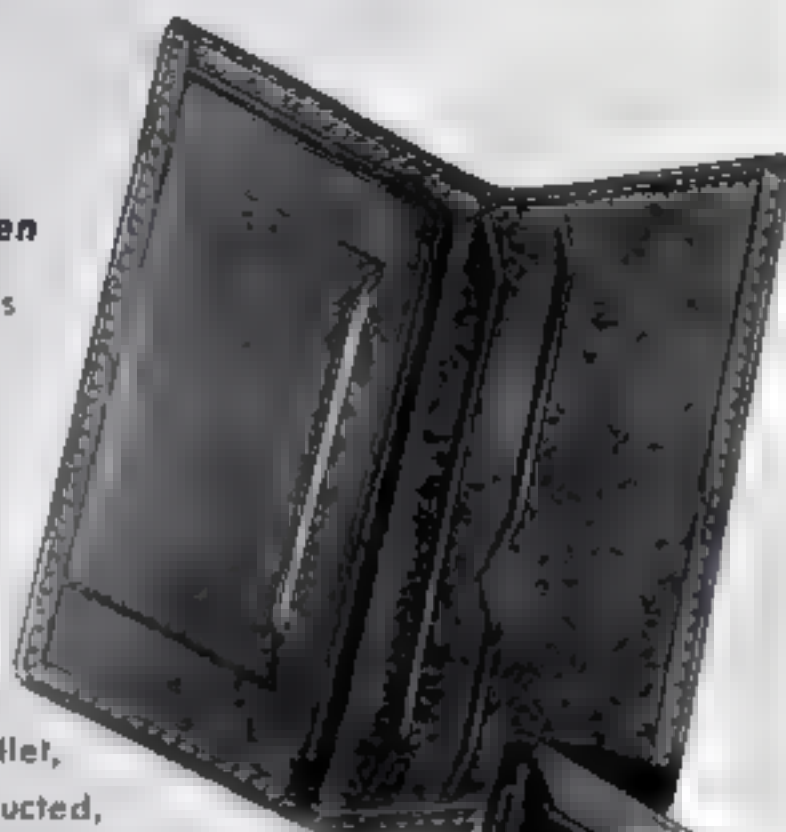
\$6.50*. Letter Case, tailored

to keep papers neatly in hand,

\$10.00*, Key Case with removable

key hooks, \$3.50*

*Plus Tax



99th YEAR
OF LEADERSHIP

C. F. Rumpp & Son
Phila. 6, Pa.

HOT-ROD PROBLEM CONTINUED

RE-ENACTMENTS OF "GAMES"



"ROTATION" is a hair-raising procedure in which the driver, going 50 or 60 mph, opens front door, walks along running board and gets into back seat. Meanwhile friend at right takes wheel and another in back seat gets into the front. This continues until everybody has had a turn or there is an accident.



ANOTHER VARIETY OF "CHICKEN" is played in two cars. As vehicles approach, each driver keeps his left front wheel on the white center stripe in road. One who finally decides to pull over is, of course, "chicken." Both of these scenes were staged by the Los Angeles Gents Club as examples of what not to do.

CONTINUED ON PAGE 126

Electric Steam



ONLY
\$5.95
AT BETTER
DRUGGISTS



...the FIRST and ONLY

3 to 24 HOUR VAPORIZER

that doubles as a ROOM HUMIDIFIER

Split-second steam action gives almost instant relief from misery of nose and chest colds. Absolutely safe! Remote water reservoir can't become boiling hot... automatically shuts off when water evaporates. Detachable Vapo-rup for vaporizing medications. Operates on AC.

*Furnished with 1 pint jar for 3-hour vaporization. For 24 hours, use 1-gallon Mason-type jar; 12 hours, use 2-quart Mason-type jar.

ELECTRIC STEAM RADIATOR CORP.

1 ELECTRIC AVENUE PARIS, KENTUCKY
Manufacturers of Electric Steam Portable Steam Radiators, Baby Chef Jr. Bottle Warmers and Sterilizers
Electric Steam Radiator Company, Ltd., Toronto, Ontario

why do more motorists use Du Pont "ZERONE" anti-freeze than any other brand?

Costs less Only \$1.25 a gallon.

And you need less So efficient that three quarts do the work of four quarts of most other kinds of anti-freeze. Hence you *buy* less.

No evaporation problem "Zerone" needs only an occasional check-up. Provides economical, safe protection for all cars with low-opening thermostats (four out of five have them). Even at 215°F. below, "Zerone" would protect!

Protects against rust and corrosion Patented chemical anti-rust, anti-corrosion ingredient in "Zerone" helps keep a clean cooling system clean . . . won't attack rubber and, being chemical, can't clog the system.

No objectionable odor

Made by DuPont Anti-freeze is a chemical. Wouldn't you expect Du Pont, outstanding leader in chemistry, to make an outstanding anti-freeze?

✓ **Remember...** A cooling system check-up by your serviceman is a wise investment before putting in *any* kind of anti-freeze.

GET DU PONT "ZERONE"
the great anti-freeze value— TODAY!

For great entertainment by great stars, don't miss the Du Pont "Cavalcade of America"—on NBC, Tuesday evenings



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

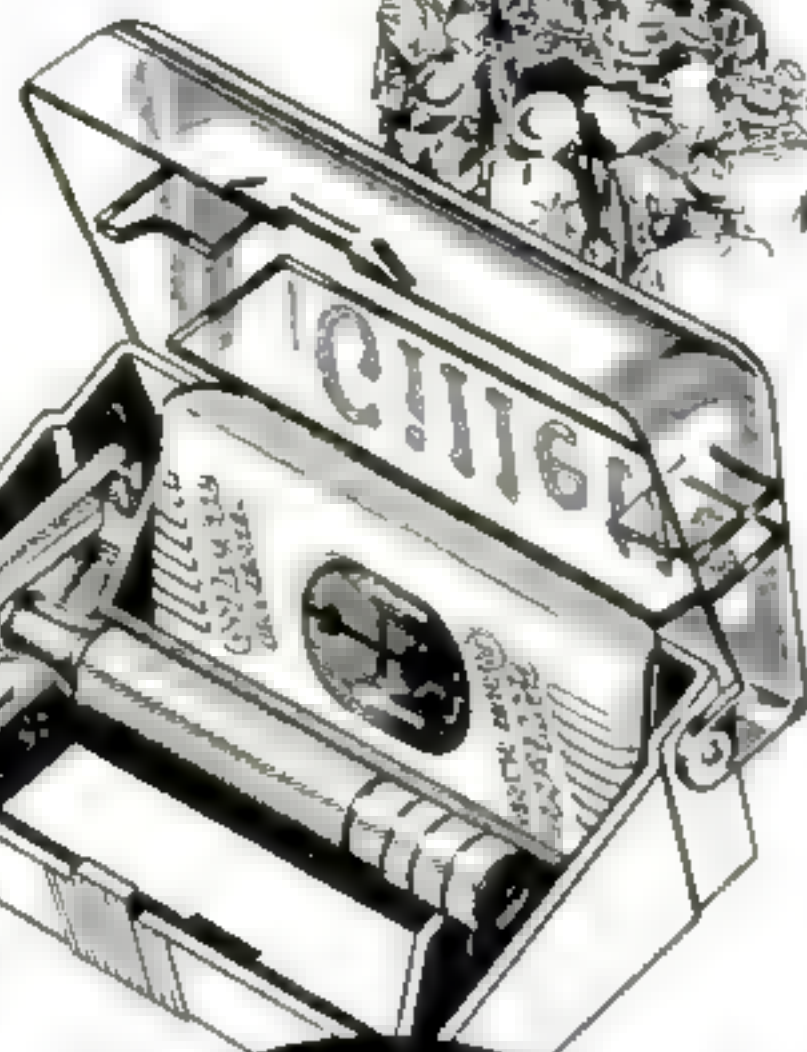
CAVALCADE OF SPORTS

... **Eddie Arcaro**



KNOWN AS "MR. STOPWATCH,"
EDDIE HAS RIDDEN IN MORE
THAN 12,000 RACES
AND WON OVER
2,300!

ARCARO'S FIRST EMPLOYER
SAID EDDIE WASN'T CUT OUT
FOR A JOCKEY AND SHOULD
QUIT. HE RODE 250
CONSECUTIVE LOSERS IN
HIS FIRST TWO YEARS!



**Gillette
Super-Speed
Razor \$1.00**
\$1.75 Value
WITH 10-BLADE DISPENSER
AND **NEW** STYRENE
TRAVEL CASE

FOUR-TIME WINNER OF THE
KENTUCKY DERBY, TWO-TIME
WINNER OF THE "TRIPLE CROWN,"
ARCARO IS CALLED THE GREATEST
JOCKEY OF OUR DAY AND POSSIBLY
THE BEST OF ALL TIME!



MY NEW GILLETTE
SUPER-SPEED RAZOR MAKES
BLADE CHANGING A CINCH
AND GIVES ME THE SWELLEST
SHAVES OF MY LIFE

Eddie Arcaro

ENJOY REAL SHAVING SPEED
AND EASE...GET THE ULTRA-
MODERN GILLETTE SUPER-
SPEED RAZOR SET. REMEMBER,
ONLY GILLETTE COMBINES ALL
THREE ADVANTAGES...INSTANT
BLADE CHANGING...UTMOST
SHAVING COMFORT...AND
DOUBLE-EDGE ECONOMY!

Enjoy

Gillette's Boxing Broadcasts
Every Friday Night Over American
Broadcasting Company



1. Twist... It's open!



2. Zip... It's loaded!



3. Twist... It's closed!

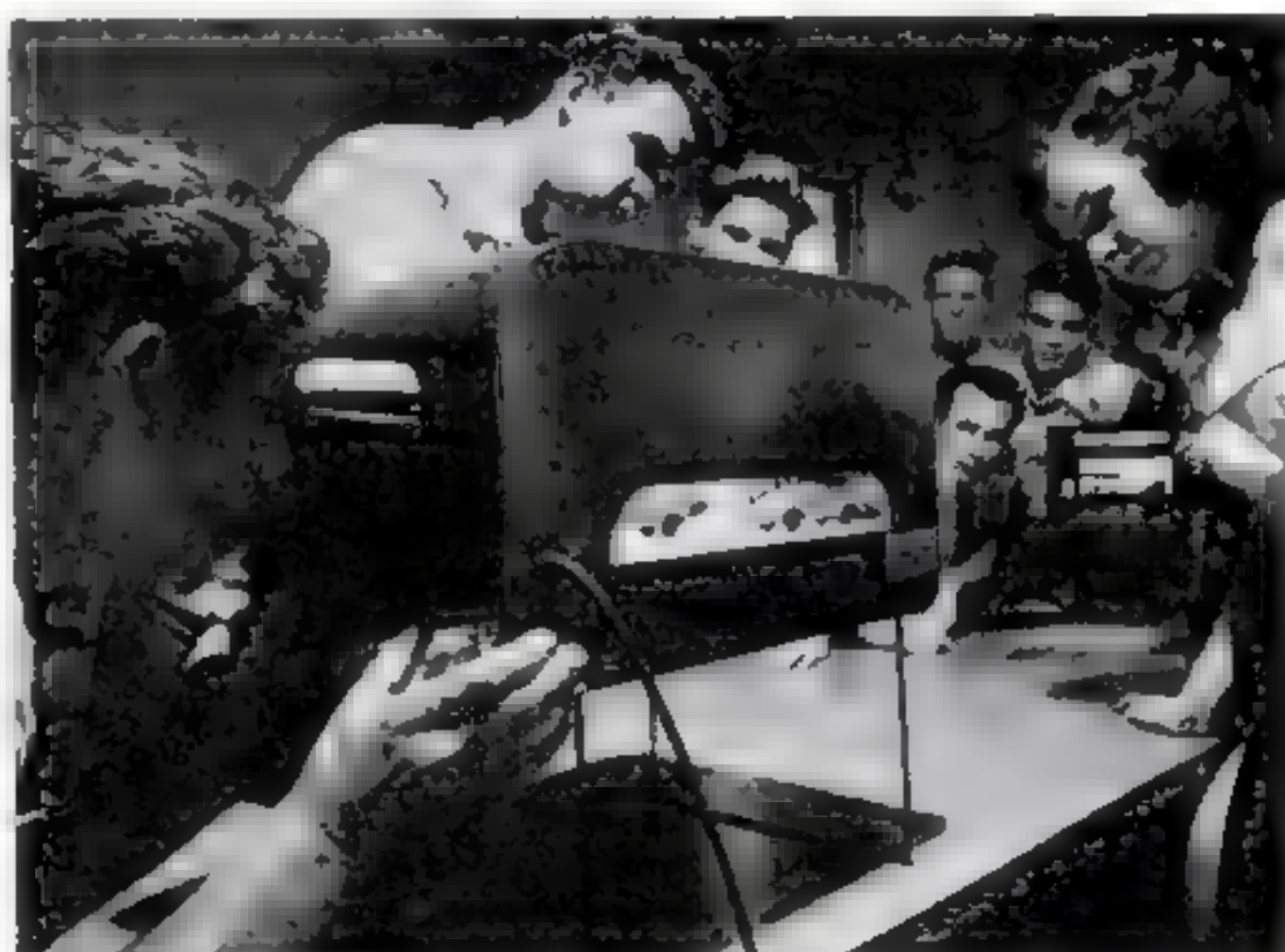
HOT-ROD PROBLEM CONTINUED



YOUNG DALLAS DRIVER, CALLED INTO TRAFFIC COURT, HELPS DIAGRAM

THE DALLAS TEEN-AGERS

In Dallas an organization of teen-agers called the Seven Tenths Club races at night on a flat, straight, 7/10-mile stretch of highway three miles outside the city. Because of such escapades, accident prevention has top priority in Dallas. All traffic violations by drivers under 18 are turned over to a juvenile traffic court (above) staffed by teen-agers



ANOTHER APPROACH, a compulsory driver-education course, is being tried in California. Here a teen-ager takes a distance-judgment test at school.



ACCIDENT FOR OTHER VIOLATORS. DEFENDANT'S MOTHER IS AT RIGHT

GO TO A JUVENILE COURT

from local high schools, which has power to send violators to traffic school or to refer them to adult agencies. For some reason justice served upon teen-agers by other teen-agers has an electrifying effect; the court handles 3,000 cases a year and sees few repeated offenders. However Dallas thus far is ahead of most major cities with this effective approach.



LONG-FACED TEEN-AGERS wait to face teen-age judge. In more serious cases juvenile court must, of course, refer defendants to regular courts.

CONTINUED ON NEXT PAGE

FIGURE IT OUT FOR YOURSELF:

It looks and it feels like a \$10. hat

Yet it's priced at only \$7.50

So you save \$2.50



CHAMP "DASH"—smartly, youthfully styled



CHAMP "DIPLOMAT"—for the young executive



CHAMP "B-17"—perfect with sport clothes



FEATHERWEIGHT-CHAMP—weight: less than 2 ozs.

If you could save 25 per cent on every article of clothing you bought, you could afford more clothes—and dress better!

In hats, at least, you can do this—for Champ Hats, with their exclusive Kashmir Finish, look and feel like \$10 hats, yet cost you only \$7.50.

They're made of genuine fur felt—exactly like the most expensive hats. They're sturdy and they're durable. They're styled right up to the minute.

When you first discover Champ Hats you'll wonder how so much can be put into a hat for so little. The answer is—Champ concentrates on \$7.50 hats. It's the largest manufacturer of nationally advertised \$7.50 hats in the world.

Look up a Champ Hat dealer. Look at Champ Hats critically. Then look at yourself in one. If you're like thousands of other value-conscious men, you'll never wear anything else!

CHAMP HATS

THE ^{\$7.50} HAT WITH THE \$10 LOOK—and feel!

Champ Hats are sold by Men's Stores and Department Stores from coast to coast—made by Champ Hats, Inc., Philadelphia 7, Penna.

Spray your
perspiration worries away
with
Stopette
SPRAY DEODORANT

**Wonderful
FOR WOMEN!**

Stopette's
mist-fine spray
banishes odor and
perspiration worries!
Composed of kind-
to-skin ingredients.
Safe for clothes.

**Wonderful
FOR MEN!**

No goosy cream—no
sticky fingers! Stopette
sprays on, dries instantly
—gives sure
protection!

Stopette
SPRAY
DEODORANT

No messy,
sticky fingers
when you apply
Stopette Deodorant!

Invisible Stopette mist dries
the instant you spray it on...
stops odor at once... leaves no
trace on skin or clothes.

You can't spill Stopette—it can't
dry up—thanks to its airtight, un-
breakable bottle. Economical, too
... hundreds of sprays per bottle.
Your favorite drug or cosmetic
counter has Stopette... try it today!



JULES MONTENIER, INC.
CHICAGO

HOT-ROD PROBLEM CONTINUED



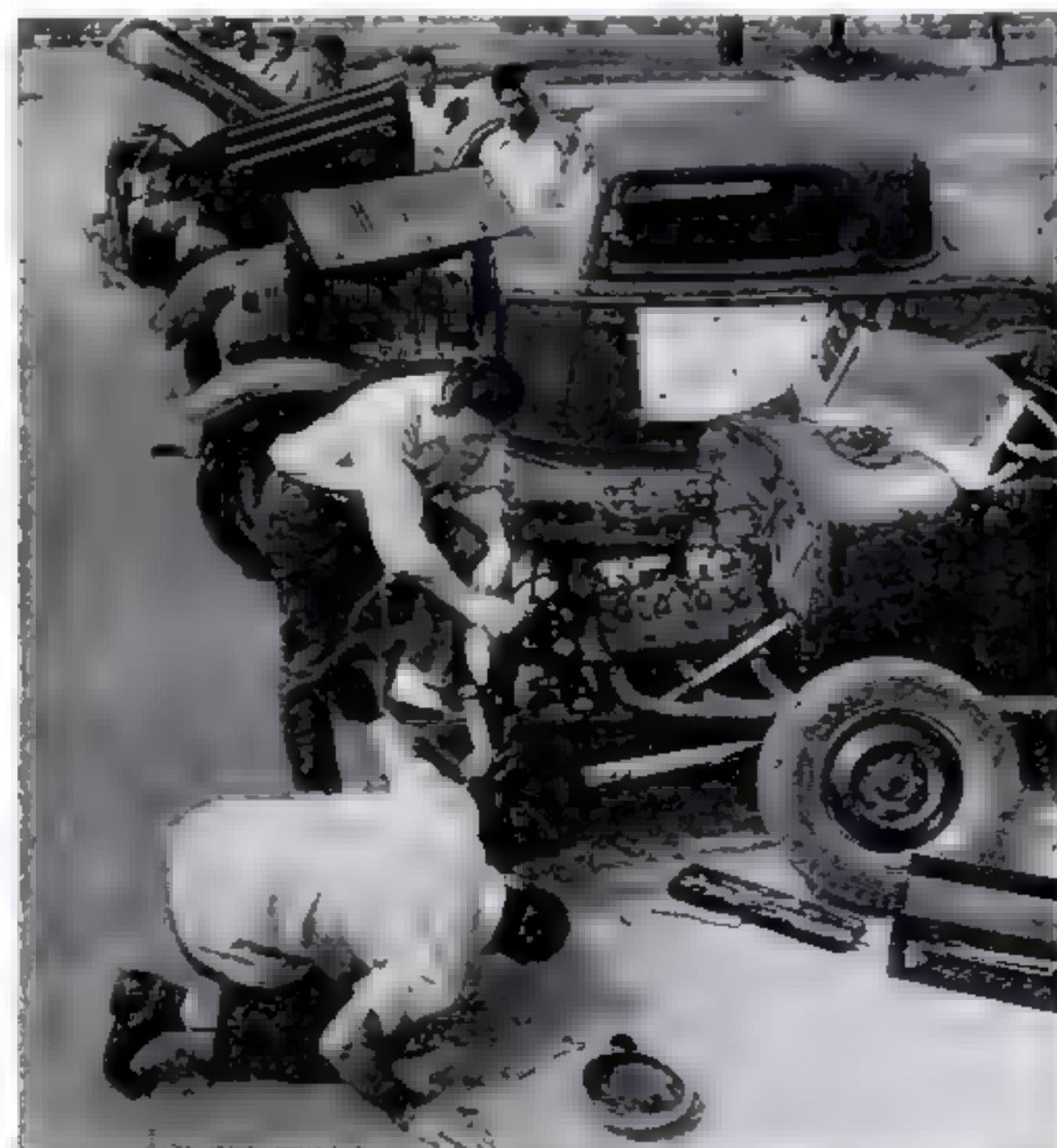
DR. PENDLETON PRESIDES WHILE HOT-RODDERS HEAR SAFETY LECTURE

THE GENTS CLUB REORGANIZES



JACKSON PENDLETON

This spring, after his 17-year-old son Jack-
son (left) died in a crash, a Los Angeles sur-
geon named Waldo Pendleton helped reor-
ganize the Gents Club, a hot-rod outfit of
which his son had been a member. The club
now has strict safety rules, requires appli-
cants to sign a pledge to promote safe driv-
ing. The Gents take their mechanics serious-
ly (below), meet in his home to hear infor-
mal talks by police. Since the reorganization,
not one of the 26 members has been injured,
and only four have received traffic tickets.



CHECKING BRAKES on member's car, Gents safety chairman makes ad-
justments himself. Sign on second car is safety pledge new members must carry.



A. Handy adhesive tabs
hold BLUE-JAY in place,
keep medication on
corn. BLUE-JAY stays on
because it wraps on!

B. BLUE-JAY's soft felt
pad holds painful shoe-
pressure away from sore
corn, gives you quick re-
lief from pressure pain.

C. Anesthetic Nuper-
caine*, exclusive with
BLUE-JAY, soothes sur-
face pain away—gentle
medication loosens hard
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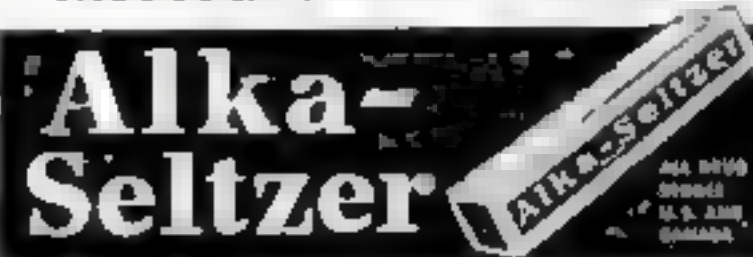
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Your Health," write
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Tulsa, Oklahoma

"After 11 years in one community, I lost
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certainly was good for me! I began selling
the World Book Encyclopedia. Now my
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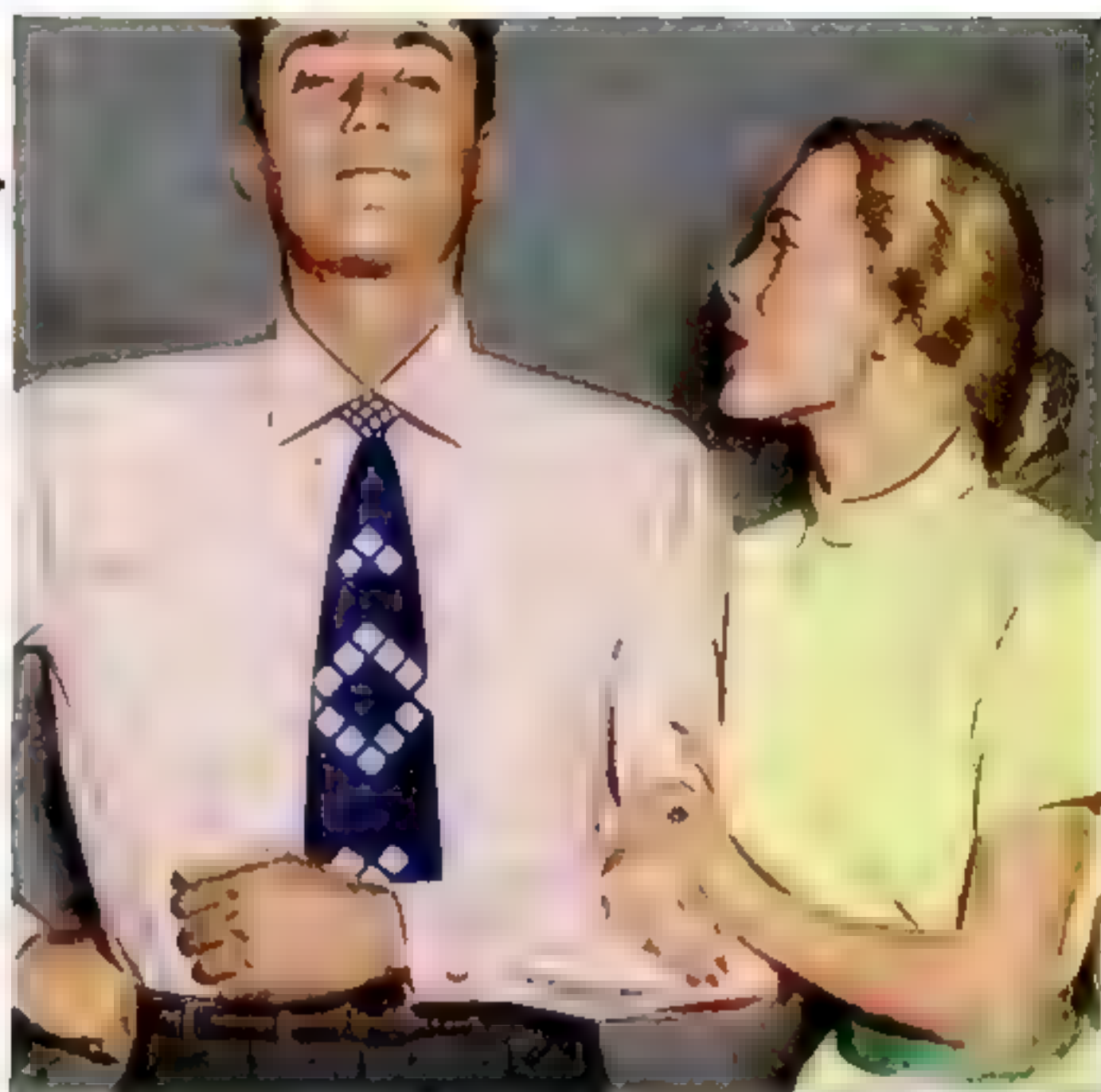


are you a man...



or a mouse?

assert yourself...



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The ties, Van Heusen Square Dots in 18 "Shirt-Mate" color combinations, \$1.50.

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If they're toasted golden-brown ...
If they have that rich, fresh-out-of-the-oven
flavor ... If they bite crisp—and then
melt away in your mouth ... they're
Sunshine HI HO CRACKERS! Ever served them?

FROM THE THOUSAND WINDOW BAKERIES OF





TILE STICKS to ceiling in test although it is pulled by 214 pounds—170 pounds of bricks in a 44-pound scale.

HOME-LAID TILE

It goes up like a decalcomania,
can be sawed to fit any bathroom

Tiling a bathroom wall is ordinarily a gooey, expensive job. But by using a new adhesive-backed plastic tile that works much like a paper decalcomania, the average householder can do the job with almost no mess and at a cost of only 98¢ a square foot. That represents a saving of from \$70 to \$400 over most professional plastic and ceramic tile installations in the average-size bathroom.

The new product, called Kwik-Tile, which comes in 24 colors, is made by the Meyercord Company of Chicago primarily for nonprofessional use. It is already on sale in the Middle West. To put it up one merely dips it in warm water, peels off the paper backing to expose the adhesive, dries it and presses the tile into place. Once up, Kwik-Tile sticks so tightly (*above*) that the maker claims the quickest way to remove it is to melt it off with a blowtorch.



INVENTOR Zel Mann installs tile by using tub filled with water to soak off paper backing. His only tools, a

drying cloth and a coping saw, lie on the edge of tub with tiles whose paper backing has already been removed.



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Home-laid Tile CONTINUED



EASILY SAWED, the tile can be fitted into spaces that are too small for a whole section. Black edging piece above is being mitered to fit a wall corner.



HOLE FOR FAUCET is cut oversize. After tile is in place the faucet collar hides hole. Made of styrene plastic, Kwik-Tile is for wall and ceiling use only.



PAPER BACKING is stripped off, exposing adhesive, after tile has soaked for half a minute. Wiped dry, it is ready to apply to any smooth, dry surface.



CEMENT SEALER is pressed into the cracks between the tiles to keep water out, improve looks. Last step is wiping off the superfluous sealer (above).



This is how Chic Young, the cartoonist, makes a first rough sketch for the famous strip.



Then when each panel in a strip meets his approval, he makes a careful pencil rendering as above.



After this, the pencil rendering is carefully inked in, as you see here:

STEP BY STEP... that's the way it's done successfully!

AS YOU CAN SEE, Chic Young, who draws the popular "Blondie" comic strip, goes through many steps to arrive at a finished cartoon.

And, cartoonist Chic Young, together with millions of other smart Americans, will tell you that the step-by-step method is the easiest, surest way of doing anything worth while.

Particularly, saving money.

One of the easiest and surest ways to set aside any worth while amount of money is to buy United States Savings Bonds the step-by-step method—

So set aside a regular amount week after week, month after month, year after year. Then in 10 short years you will have a mighty nice nest egg tucked away.

Get started now. Get your Bonds through Payroll Savings or at your bank or post office.

AUTOMATIC SAVING IS SURE SAVING—U. S. SAVINGS BONDS



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LYNN'S FIRST HIT ALONE WAS AS A CHUCKLEHEADED WIFE IN "DULCY," 1921



LUNTS ACTED FIRST AS TEAM IN "THE GUARDSMAN" (1924). AS TEMPERAMENTAL

THE LUNTS CELEBRATE

The world's greatest acting team, which has kept

This week, with a mixture of reverence and rapture, Broadway was waiting to pay homage to the world's greatest acting team. Alfred Lunt and his wife, Lynn Fontanne (corer), were celebrating their 25th anniversary together on Broadway with a new play, *I Know My Love*. Both in the length and variety of their combined careers the Lunts have outdone the noted old acting teams of Sothorn and Marlowe, Henry Irving and Ellen Terry. Their new play (*low*), which S. N. Behrman adapted from the French, is appropriately a nostalgic salute to the bond between a man and wife during 50 years of marriage.

Lynn Fontanne was already acting grownup roles in London in 1910. Alfred Lunt had his first professional acting job in 1913. By the time they were married in 1922, each had won stage fame separately. But their real triumphs began in 1924 when they first made love in *The Guardsman* (above). Since then they

IN LUNTS' PLAY 'I KNOW MY LOVE' LUNTS SPEND 50 YEARS TOGETHER



IN 1888, as young lovers in Boston, the Lunts in their newest play, *I Know My Love*, conduct a courtship that leads into a long and turbulent marriage.



IN 1902 the Lunts, as a devoted couple named Thomas and Emily Chanler, have gained a position of wealth and prominence in Boston but have developed serious troubles with their relatives.



ACTORS WHO ADORE BUT DISTRUST EACH OTHER THEY WERE BRILLIANT SUCCESS

25 TRIUMPHANT YEARS

alive the art of high comedy, returns to Broadway

have kept alive on the U.S. stage the almost extinct art of high comedy. Lynn seems to purr in her roles as if enjoying some secret joke about male vanity. Alfred is a master of grandiloquence until he perceives, with a comically hurt flash, that the joke is on him. But despite their worldly elegance, the Lunts—Alfred was born in Wisconsin and Lynn came from humble English parents—are always sympathetic and down-to-earth. They have fanatic cliques of admirers in the Midwest, who jam the theater on the Lunts' tours. During the war, when they played in a bombed London theater, most of their fans were American GIs. Only three or four times in the 25 years has either Lynn or Alfred acted in a play without the other. Their scenes and conversations (*next pages*) as husband and wife or as lover and mistress, whether written especially for them or not, now belong irrevocably to the Lunts and their lustrous love-making.



ALFRED'S FIRST HIT ALONE WAS IN BOOTH TARKINGTON'S "CLARENCE," 1919



IN 1920 Chanlers' marriage nearly goes on the rocks when a romantic young poetess captivates Tom, almost takes him off to Paris. But Emily by her humor and wisdom (*above*) saves the day.



IN 1939 at their wedding anniversary the Chanlers look back on a wonderful marriage and Thomas whispers to Emily his favorite accolade, "I adore you."



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If your radio gets its signals crossed or calls time out at a crucial moment in the Pulse Normal game... don't growl, "the 'helmet' it!" Call the man who works behind the Sylvania sign. There's no substitute for the expert service he gives. He'll tackle your failing set with Sylvania test equipment... scout for, repair, hidden faults. He will, if needed, replace tubes with high-quality Sylvania radio tubes to assure you of more enjoyable listening. Call the service man who displays the Sylvania sign!

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The Lunts CONTINUED



ARMS AND THE MAN—1925

In G. B. Shaw's light satire comedy Lunt plays the role of an unassuming Swiss soldier, Bluntschli, who breaks into the bedroom of Raina, a wealthy Bulgarian beauty, played by Fontanne, and by his candor captures her haughty heart.

BLUNTSCHLI. ... When you get into that noble attitude and speak in that thrilling voice, I admire you; but I find it impossible to believe a single word you say. ...

RAINA. ... You are the first man I ever met who did not take me seriously. BLUNTSCHLI. You mean, don't you, that I am the first man that has ever taken you quite seriously?

RAINA. Yes, I suppose I do mean that. How strange it is to be talked to in such a way! You know, I've always gone on like that—I mean the noble attitude and the thrilling voice. I did it when I was a tiny child to my nurse. She believed in it. I do it before my parents. They believe in it. I do it before Sergius [her fiancé]. He believes in it. ... I suppose now that you've found me out, you despise me.

BLUNTSCHLI. No, my dear young lady. ... It's part of your youth—part of your charm. I'm like all the rest of them—the nurse—your parents—Sergius: I'm your infatuated admirer.



THE TAMING OF THE SHREW—1935

In Shakespeare's knockabout comedy Fontanne, of course, was the man-hating shrew who was finally tamed at the hands of the lusty Petruchio, acted by Lunt.

PETRUCHIO. Come, come, you wasp! I' faith, you are too angry.

KATHERINA. If I be waspish, best beware my sting.

PETRUCHIO. My remedy is then to pluck it out.

KATHERINA. Ay, if the fool could find it where it lies.

PETRUCHIO. Who knows not where a wasp does wear his sting? In his tail.

KATHERINA. In his tongue. ... (She strikes him)

PETRUCHIO. I swear I'll cuff you if you strike again. ...

... setting all this chat aside,

Thus in plain terms: your father hath consented
That you shall be my wife, your dowry 'greed on;
And, will you, nill you, I will marry you.
Now Kate, I am a husband for your turn ...
Thou must be married to no man but me;
For I am he am born to tame you, Kate,
And bring you from a wild Kate to a Kate
Conformable as other household Kates.



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ELIZABETH THE QUEEN—1930

In Maxwell Anderson's poetic tragedy *Fontanne* played England's Queen Elizabeth who found a fleeting but fervent love with her courtier, Essex, acted by Lunt.

ELIZABETH. . . . We have so few years
Let us make them doubly sweet, these years we have . . .
Be gracious with each other . . . sway a little
To left or right if we must to stay together;
Never distrust each other . . . nay, distrust
All others, when they whisper. Let us make this our pact
Now, for the fates are desperate to part us
And the very gods envy this happiness
We pluck out of loss and death.
ESSEX. If two stand shoulder to shoulder against the gods,
Happy together, the gods themselves are helpless .
ELIZABETH. Love, I will be your servant, Command me. . . . Take this my
world, my present in your hands!
You shall stand back of my chair and together we
Shall build an England to make the old world wonder
And the new world worship.



IDIOT'S DELIGHT—1936

In Robert Sherwood's play against warmongers, set in the Italian Alps, Lunt played a vaudeville hoofer who bumped into an old friend, Irene, whom he used to know in Omaha. Irene, acted by Fontanne, is posing as a noble White Russian.

HARRY. I knew it! You're the one! . . . That red-headed liar! Irene! I knew I could never be mistaken. . . . (She laughs) Go ahead and laugh. That blonde hair had me fooled for a while. . . .
IRENE (laughing). Oh—you amuse me.
HARRY. It's a pleasure to be entertaining. But you can't get away with it.
IRENE. . . . Here we are—on a mountain peak in Bedlam. Tonight, the Italians have bombed Paris . . . the French may be bombing Rome, and the English bombing Germany—and the Soviets bombing Tokyo, and all you worry about is whether I am a girl you once met casually in Omaha.
HARRY. Did I say it was casual? . . . Well, why don't you come across and give me a break?
IRENE. You! So troubled—so uncertain about everything.
HARRY. I'm not uncertain about it anymore. (Passionately) Oh—there was something about you that was—indelible . . . something I couldn't forget all these years.

CONTINUED ON NEXT PAGE

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Comes complete with 7 attachments! No extras to buy! See your Lewyt Dealer! You'll find his name in the yellow pages of your Telephone Directory!

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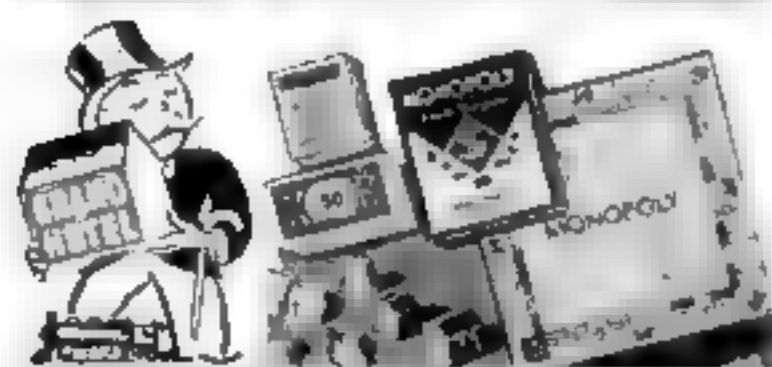
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AMPHITRYON 38—1937

In *Amphitryon*, adapted by S. N. Behrman from a play by Giraudoux, Lunt acted the god Jupiter, who attempted to seduce Alkmene, a mortal woman, from her husband, Amphitryon. Alkmene, a faithful spouse, argues artfully with the god:

ALKMENA. Love! Love you may experience with anyone. But between us, I would like to create a bond that is sweeter and more powerful . . . it's friendship!

JUPITER. Friendship? I hear it for the first time. Explain it. What does it mean? Is it a word current on Earth?

ALKMENA. The expression is current.

JUPITER. What is its object?

ALKMENA. To bring together the most totally dissimilar people and make them equal. . . .

JUPITER. It sounds an amusing novelty . . . What would we do?

ALKMENA. Well . . . on days when I didn't feel like seeing anybody at all—then you'd come—you'd sit at the foot of my divan, calmly . . . you'd tell me your joys, your sorrows and your burdens. . . . I'd call on you for help and you'd tell me what to do. . . .

JUPITER. It seems to me, I'd have more to do than you would. . . .

ALKMENA. . . . To do more than one's share is one of the privileges of friendship. . . .

JUPITER. I see that no matter what I do, I cannot cross the immutable line that separates us. . . . (He rises) I shall not impose my presence on you tonight.



THERE SHALL BE NO NIGHT—1940

In Sherwood's wartime tragedy set in Finland, Lunt plays Kaarlo, a scientist, who tries to persuade his American wife Miranda that she should flee from Finland.

KAARLO. What can you do here? This is a war for the defense of Finland. . . . Every one of us knows what he must do, or she must do, and is trained to do it. Are you trained for anything, but wearing lovely clothes, being a charming hostess? . . .

MIRANDA. . . . It's obvious that you don't want me here, because I'm incompetent . . . I'm a non-essential.

KAARLO. Miranda! You don't understand why I want you to go!

MIRANDA. . . . There's one thing I do know, and you'd better know it, too: I am not going. . . .

KAARLO. . . . Darling! I can stand this ordeal . . . if I know you are safe. . . . I love you. That is the only reality left to me. . . .

MIRANDA. Then I can stand it . . . as long as I know you love me. . . . Now come and have some coffee. (She feels the coffee pot) It's not very warm.

KAARLO. It's no matter, darling. I'm sure it's good.

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5¢

I'm a fierce and terrible pirate
 I've a super treasure, too
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 I'm splittin' with my crew

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other drink can match! For a welcome change from the old routine, why not serve these smartly different drinks? One thoughtful sip will tell you why the fine Puerto Rican rums are America's favorites.



DAIQUIRI COCKTAIL

1 finger white
Puerto Rican rum
Juice 1/2 fresh lime
(or 1/4 fresh lemon)
1 teaspoon sugar

Shake well with cracked ice. Strain into glass. It's not just a Daiquiri, it's the light, dry, smooth Daiquiri—as smartly distinctive as fine Puerto Rican rum itself!



RUM HIGHBALL

1 finger golden
Puerto Rican rum
Add ice and fill with
soda, ginger ale
or water

You haven't tasted smoothness in a highball, until you try one made with satisfying Puerto Rican rum. Enjoy the special mellow flavor of this famous rum today!



RUM SOUR

2 parts golden
Puerto Rican rum
1 part fresh lemon juice
Sugar to taste

Shake well with ice, strain into glass, add orange slice and cherry. Here's the Sour of the hour—made delicious with Puerto Rican rum. New! Smart! Distinctive!

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—these words on every bottle

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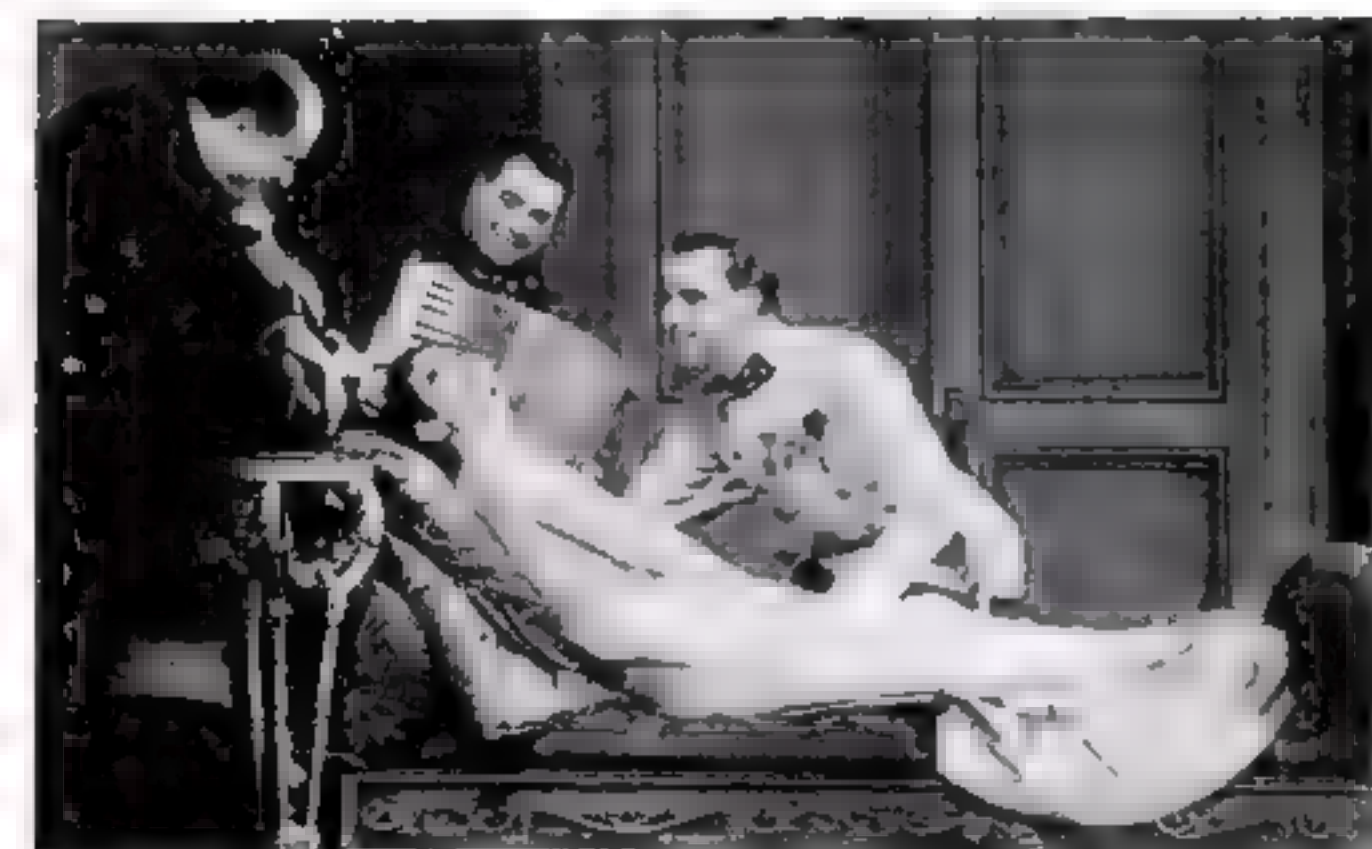
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Camfield 1950 Toaster, Beautywood
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"LOOK—IT
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Perfect for Giving or Getting

THEIR FEET ADORN MANY SOFAS



IN "REUNION IN VIENNA," by Robert E. Sherwood (1931), Alfred, as a dashing nobleman, courted Lynn in gay sofa scene with assistance of musicians.



IN "DESIGN FOR LIVING" (1933) the sofa was congested by presence of Noel Coward (center), who wrote play and acted in it with his friends the Lunts.



IN "POINT VALAINE" (1935), also by Noel Coward, the Lunts struggled on West Indies equivalent of a sofa. This torrid drama was one of their few flops.



IN "O MISTRESS MINE," by Terence Rattigan (1946), Lunt as a British statesman lolled on sofa while his mistress made him laugh by tickling his shank.

NEW! DU PONT NYLON HAIR on "TONI" DOLL



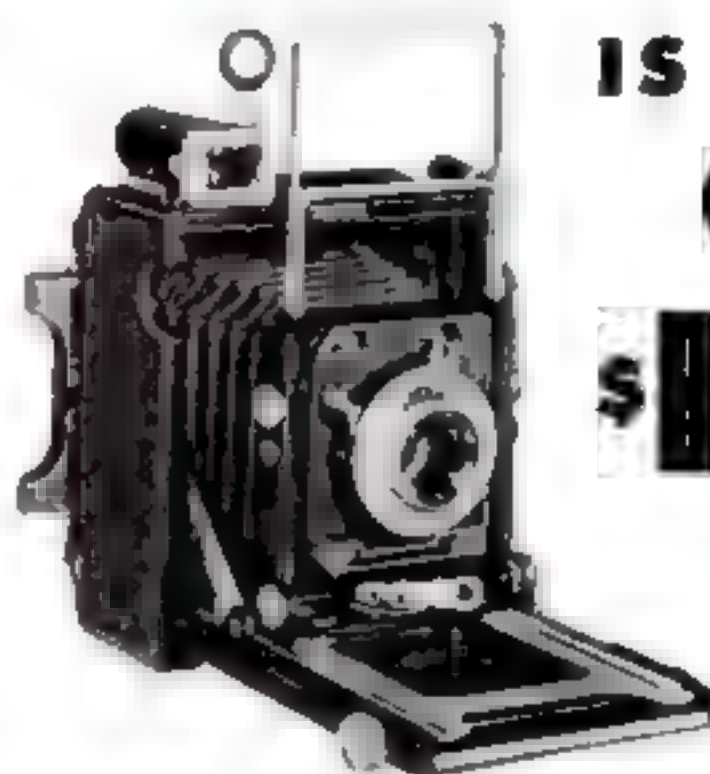
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At last, new 120 roll film holder for 2 1/4 x 3 1/4 Graphic or Graflex cameras! Automatic film advance stops film in position for each picture; no ruby windows! Visual exposure counter! Dark slide allows quick change from Roll Film Holder to cut film or packs. Fine Graftek precision workmanship, genuine Morocco leather covering! Available in two sizes; for eight 2 1/4 x 3 1/4 or twelve 2 1/2 x 2 1/2 pictures.

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AT THE CORONATION BALL the queen is received at the Royal throne by Harry Darby, the president of the

American Royal. For a while she wore a borrowed \$45,000 diamond necklace. He wore formal black cowboy boots.



IN THE GRAND PARADE THE BEAUTIFUL BOTAR, IN

Life Goes to the American Royal

Kansas City's oldtime cattle show becomes big Midwest social event



QUEEN SITS ENTHRONED. She is Janeice Bryan, 20, of Lawrence, Kan., was picked from 49 contestants.

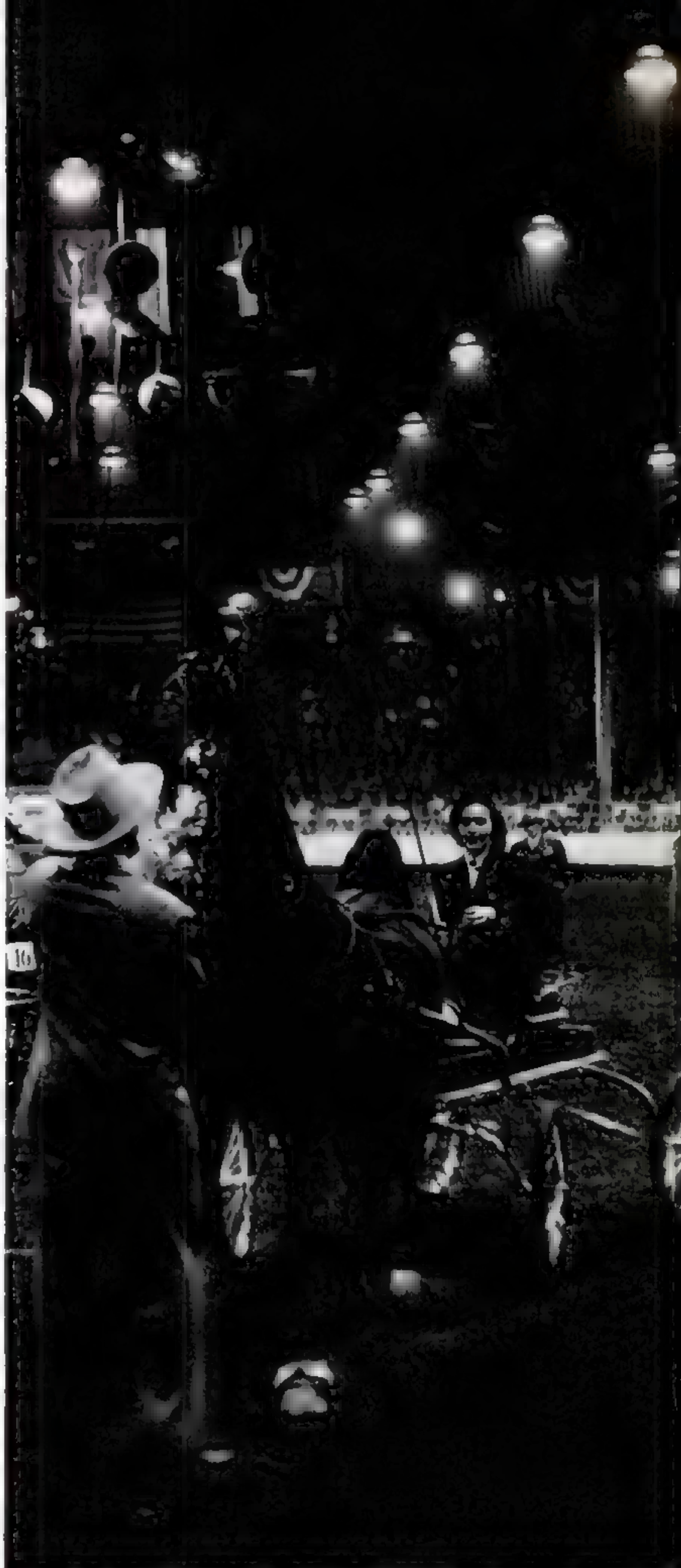


COWGIRL CLOTHES, RIDE TOGETHER ON A FLOAT. THEY ARE ALL DEBUTANTES

When a fine old cattle show named the American Royal opened in Kansas City, Mo. late last month, oldtime cattlemen would scarcely have recognized it. Over the show's 51 years its promoters had added a gimmick here and a fillip there until the cattle themselves no longer seemed very important; the Royal has become a magnificent jamboree and one of the biggest social events in the Midwest. This year most people skipped the cattle entirely and settled for the main events. There was the week-long Royal Horse Show, the great parade of bands and riders, a lovely beauty queen and a huge coronation ball. From 300 high-school girls a court of honor was selected; the 66 lucky ones had their hair cut short and escorted the queen to her dais. The staid city police even wore cowboy hats and kerchiefs and, as this year's special gimmick, a "secret committee of six" checked over the cream of Kansas City society and picked 12 pretty girls as official hostesses. Their title: Botar (Belles of the American Royal).

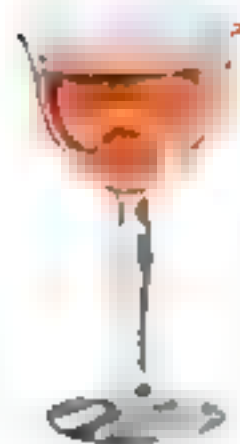


ROYAL'S PROMOTERS, all members of elite Kansas City Saddle and Sirloin Club, are Vice Presidents Dan Fennell (left) and Karl Koerper (center) and President Darby.



ACTING UP in the Royal Horse Show ring a horse named Stonewall Lee tries to rear as an attendant holds him down. Stonewall and his driver, Carol Fraser, placed third.

Holiday
entertaining?



Your
Barman
in a
Bottle
(HUGH
BLINE)

makes
party-
giving
easy!



■ Serve better cocktails, with less work. Made of the finest liquors by cocktail specialists. Ready mixed. No fuss. No waste. Just stir with ice and serve.

EIGHT KINDS

MANHATTAN, 65 proof	DAIQUIRI, 60 proof
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GIBSON, 75 proof	WHISKEY SOUR, 60 proof
very dry Martini	STINGER, 65 proof
SIDE CAR, 60 proof	

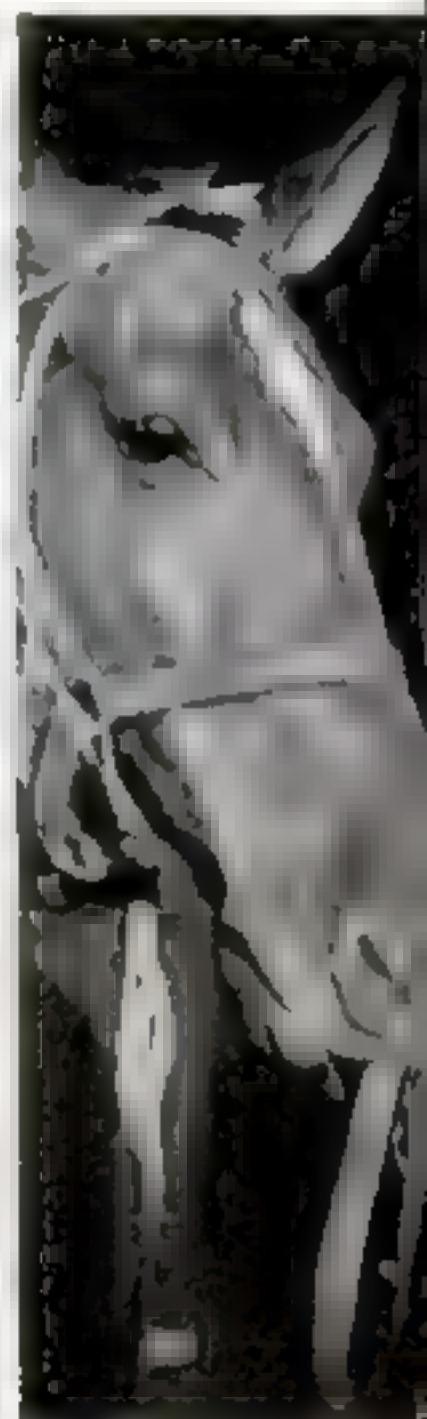
G. F. Heublein & Bro., Inc., Hartford, Conn.

HEUBLEIN'S COCKTAILS

American Royal CONTINUED



WALTZING AND WAXING go on simultaneously as couples dance after the coronation and unruffled attendant sprinkles wax to make floor slippery.



WALKING AND TALKING to calm her horse between classes in the horse show, Linda Baker, 10, strolls back and forth in an empty ring with Miss Highbrow. She has been riding horses since she was 5 years old. Here Miss Highbrow nudges Linda (left), and Linda stops and straightens her derby hat (center).

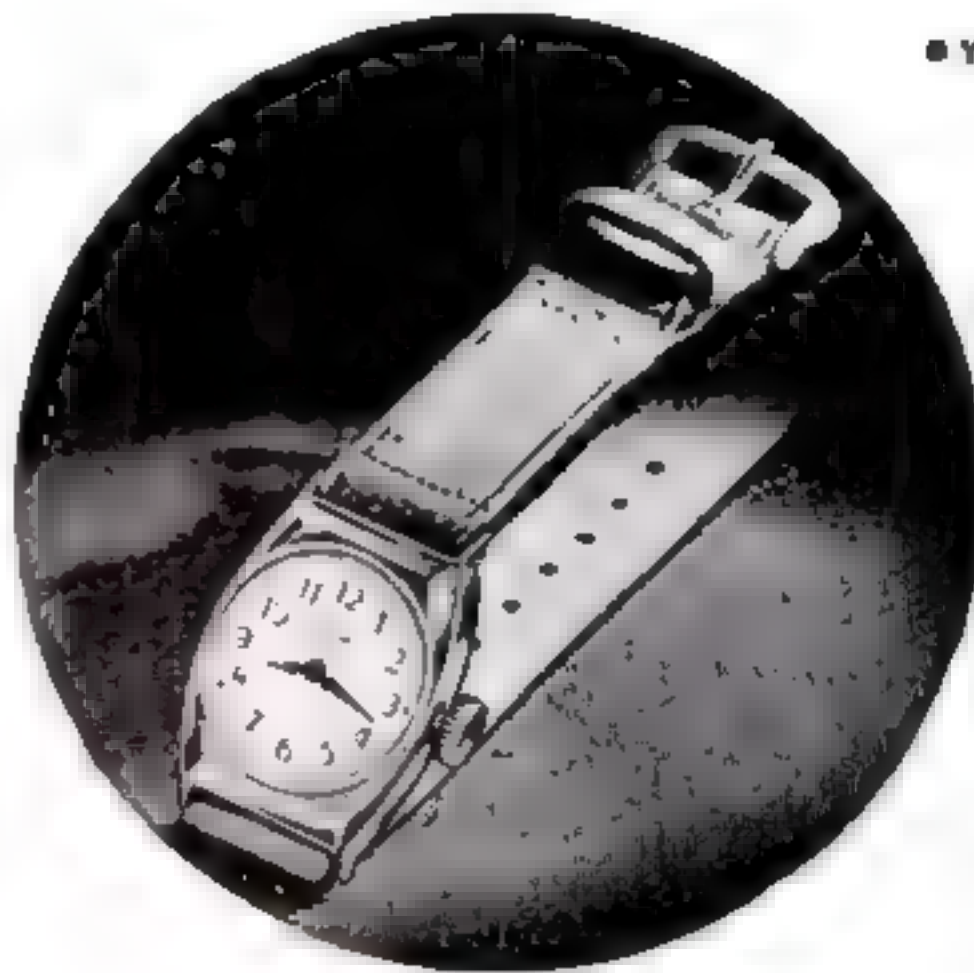


PARADING WITH FLAG, Mrs. W. H. Ernie, 68, proudly heads contingent representing Coffeyville, Kan. Ladies' Riding Club. One club came from Texas.



saying sternly, "Now, Missy, I don't want to catch you doing that again." Then Linda scratches her cheek and tells Miss Highbrow, "I'll forgive you if you'll win the next class." The next class was for five-gaited horses ridden by riders from 10 to 21 years old. Linda and Miss Highbrow placed second and won \$25.

Smart Streamlined Wrist Watch has Genuine Leather Strap and Chromium Plated Case—\$4.50



• YES, SENTINEL DIAMOND (illustrated) costs you only \$4.50. A wonderful Wrist Watch value. If you want a 10 kt. rolled gold plate front case with chromium plated back, only \$4.95.



SENTINEL COMET is new 1-day Alarm Clock at lower price. Lovely ivory "Styron" case, strong and durable. Legible silver and cream dial, clear bell alarm. A big value—\$2.25.



SENTINEL KITCHENETTE self-starting Electric Clock, with forward tilt; easy to see and clean. Clear dial, chromium plated frame. 7½" high. White or red "Lustrex" case, \$4.95.



SENTINEL CLICK is a mighty good Pocket Watch at a sensationally low price. A reliable timekeeper with raised gilt numeral dial, rotary second indicator. Chromium plated case. All this for only \$2.50.



SENTINEL PRINCESS miniature Alarm Clock, only 3¼" square. Case is gleaming ivory baked enamel. One wind for time and alarm. Plain dial, \$2.50. Radium dial and hands, \$3.50.

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PEOPLE WHO CAN'T HEAR NEED AN EVEREADY BATTERY



"I LISTEN TO PROBLEMS,"

says Mr. Axel Lober, President of an important trade Credit Association. "Missing a few words might mean wrong conclusions. In my hearing aid, I can't risk using batteries that run down too quickly. I know I can count on 'Eveready' batteries. I've found they give me better hearing—longer!"

"ALL OF 16 HOURS A DAY,"

says Mr. Everett Smith, research man for famous publications, "that's the load I put on hearing-aid batteries! But I've had over 102 hours' service with this marvelous new 'Eveready' 'A' battery No. 1005E. Also it gives me a clear tone reception, cuts down background noises."



"WE MIGHT LOSE CLIENTS,"

says receptionist Janice Winters, "if I couldn't hear them perfectly! I choose 'Eveready' batteries for my hearing aid because I know I can count on them to give me longer service, better hearing. Most people never even guess I wear a hearing aid!"



"I HAVE TO GIVE THE RIGHT ANSWER,"

says Mr. Sam C. Kuster, Information Clerk in a big-city museum. "That means I must hear questions perfectly. I couldn't do the job without my hearing aid and I count on 'Eveready' batteries. They always give me full volume, better hearing—lots longer!"



NEW "EVEREADY" HEARING-AID "A" BATTERY

Use your aid more than 12 hours a day?
This battery will give you triple service!

FOR SINGLE-UNIT HEARING AIDS! The new "Eveready" "A" battery No. 1005E lasts three times as long as other "A" batteries of equal size! Heavy-duty users (12 to 16 hours a day) report phenomenal service!

This battery uses a radically new, electro-chemical principle to maintain long life and virtually constant voltage. See it at your hearing-aid dealer's now!



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1 1/2" x 1 1/8" x 9/16"

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SECOND PRIZE (\$250) WENT TO OTTO BLEDD OF RADFORD, VA. FOR THIS

WHICH ONE SHOULD WIN?

Photographic contest produces a close decision

FIRST PRIZE IN ITS CLASS (\$500) AND IN ENTIRE CONTEST (\$1000) WENT





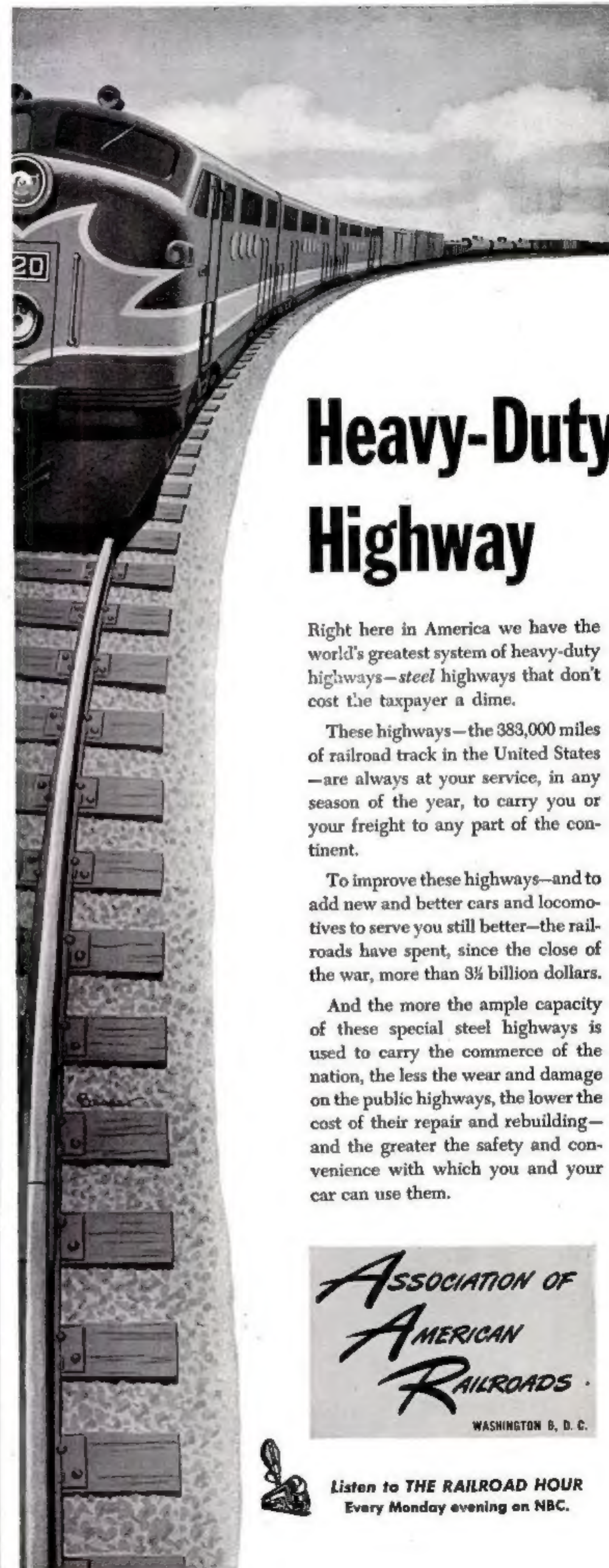
IMAGINATIVE SHOT, WHICH HE TOOK THROUGH AN ORDINARY FISHBOWL

When the judges met to pick the winners in the recent Newspaper National Snapshot contest, they were able to narrow the entries in the Animals and Pets class to three pictures. One (next page) puzzled them, so they gave it third prize. Between the other two the judges deliberated lengthily. Then they gave first prize to the shot below, second to the one above. In so doing they gave the inevitable second-guessers a bigger and better chance to argue the decision than they have had in a long time.

TO A. ALBERA OF DENVER FOR THIS CHARMING BUT CONVENTIONAL SHOT



CONTINUED ON NEXT PAGE



Heavy-Duty Highway

Right here in America we have the world's greatest system of heavy-duty highways—steel highways that don't cost the taxpayer a dime.

These highways—the 383,000 miles of railroad track in the United States—are always at your service, in any season of the year, to carry you or your freight to any part of the continent.

To improve these highways—and to add new and better cars and locomotives to serve you still better—the railroads have spent, since the close of the war, more than \$½ billion dollars.

And the more the ample capacity of these special steel highways is used to carry the commerce of the nation, the less the wear and damage on the public highways, the lower the cost of their repair and rebuilding—and the greater the safety and convenience with which you and your car can use them.

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Every Monday evening on NBC.



"The easiest floor care ever!"

Bruce Floor Cleaner and the Bruce Doozit clean as you wax ... *standing up*

Your hands never *touch* the floor. That's what makes Bruce floor care so easy, so fast, so *wonderful*! Just pour on a little Bruce Floor Cleaner, then the long-handled Doozit does the dirty work. Almost before you know it, dirt and dullness disappear. And in their place is a rich, gleaming wax finish that'll make *you* glow with pride.

Try Bruce Floor Cleaner and the Doozit on your own linoleum and wood floors. The very first time you see how clean and bright Bruce gets floors *without scrubbing*, you too will say, it's "the easiest floor care ever!"



- 1 Just pour a small amount of wax-rich Bruce Floor Cleaner on the wood or linoleum. Then slide the Doozit back and forth to loosen the dirt and erase spots and marks.
- 2 Use a soft cloth or paper towel under the Doozit to wipe up the dirt and cleaner. Floor is quickly and thoroughly cleaned, ready for immediate polishing.
- 3 Replace the moist Doozit Pad with a clean, dry one; then polish. The rich wax film left by Bruce Floor Cleaner polishes quickly and easily to a sparkling natural lustre.

Bruce Floor Cleaner, 68c qt., \$2.10 gal.
Bruce Doozit, \$1.89. Extra pads, 19c ea.
Featured at better stores everywhere.

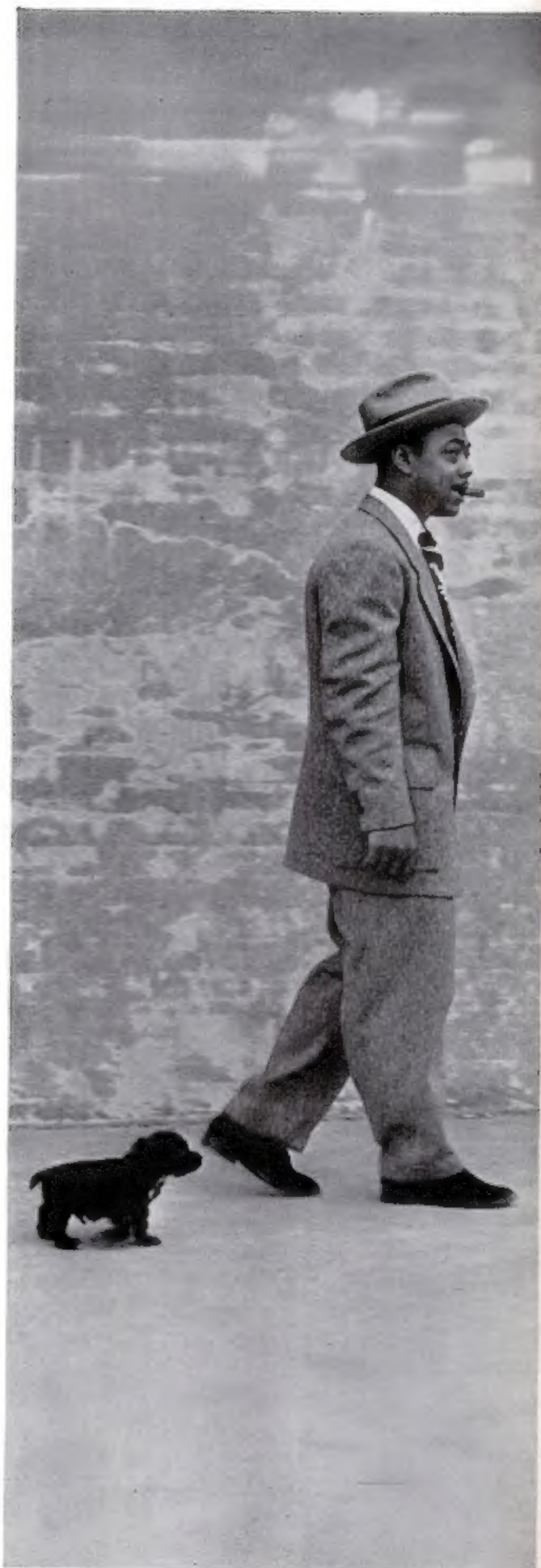


BRUCE

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E. L. Bruce Co., Memphis, Tenn. • World's Largest Maker of Hardwood Floors

Contest CONTINUED



THIRD PRIZE (\$100) went to J. W. Marshall of Seattle, Wash. for this picture. The judges liked it but weren't sure that it belonged in Animals class.

ED SULLIVAN, noted columnist and star
of the television hit "Toast of the Town," says:

"I serve finer-tasting
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*...it's always
richer, smoother,
more enjoyable!"*



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NOTED THROAT SPECIALISTS REPORT ON
30-DAY TEST OF CAMEL SMOKERS—

NOT ONE SINGLE CASE OF THROAT IRRITATION *due to smoking* **CAMELS!**

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels for 30 consecutive days.



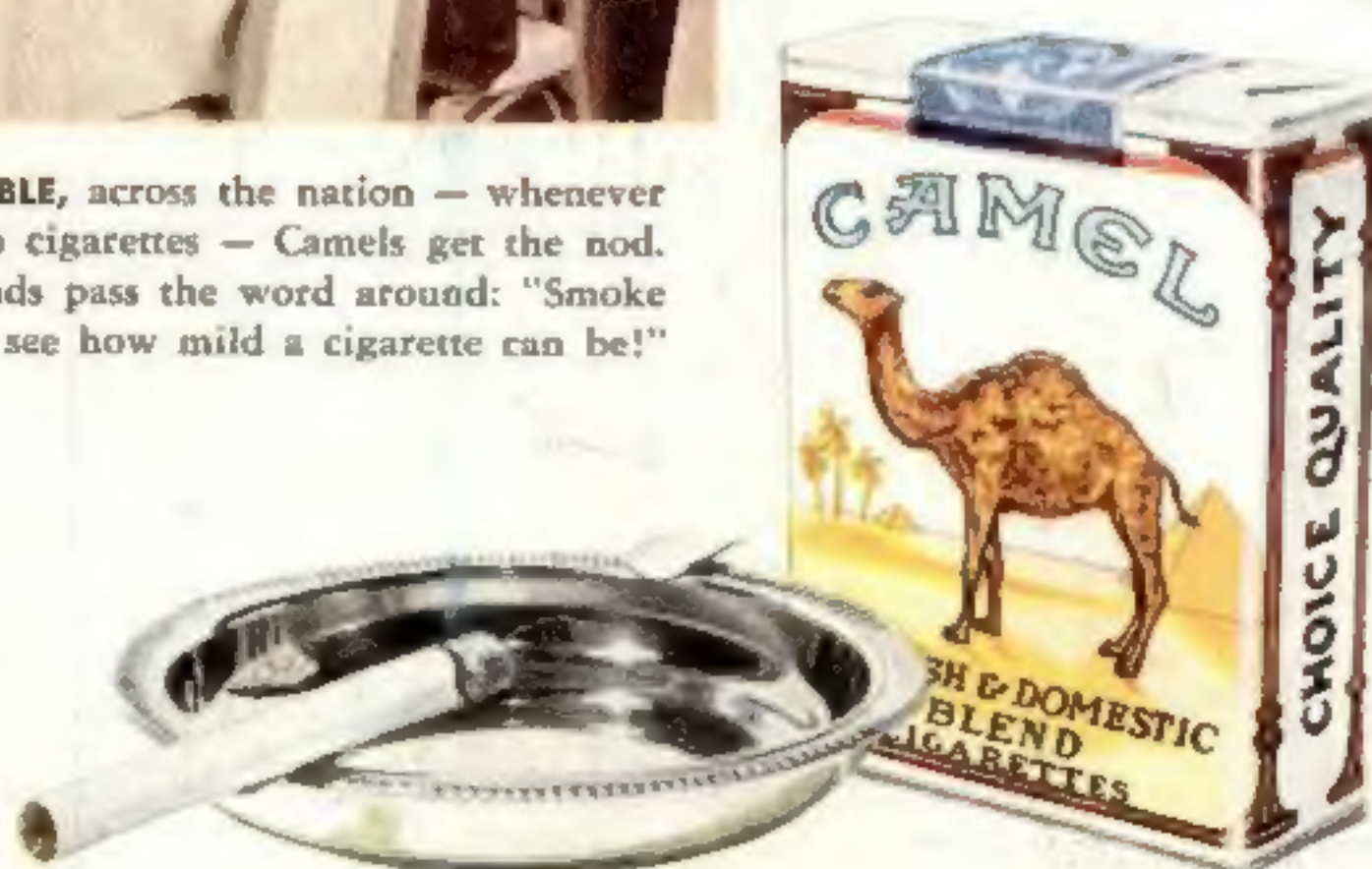
ACROSS THE DINNER TABLE, across the nation — whenever smokers turn the talk to cigarettes — Camels get the nod. Thousands upon thousands pass the word around: "Smoke Camels for 30 days and see how mild a cigarette can be!"

Make the 30-Day Mildness Test in your "T-Zone"!

Right here, before you, are the findings of noted throat specialists—on just *how mild* Camels are! Even so, there's nothing like convincing *yourself*. Smoke Camels regularly for the next 30 days. Let your "T-Zone" do the reporting for you. See how that famous Camel flavor appeals to your taste. See how that cool Camel mildness agrees with your throat. See if you don't make Camels *your* brand for keeps!



"THE 30-DAY TEST STEERED ME into something new in smoking pleasure", says auto-racing champion Bill Holland. "Camels are mild... they taste right... they're a great smoke!"



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Camel Mildness Test Today!*